

FORMERLY THE SPICE MILL

COFFEE & TEA INDUSTRIES *and The Flavor Field*

81st YEAR

MARCH, 1958

C. E. BICKFORD & CO.
COFFEE BROKERS
AND AGENTS

Since 1886

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120 Wall Street

NEW ORLEANS
427 Gravier St.

COLOMBIA, home of PREMIUM coffees



The full flavor and aroma locked by nature within each Colombian coffee bean must be preserved during the processing which follows picking. After depulping, the beans are soaked in concrete tanks, then washed in continually changing water, and finally spread on sunny patios where they are constantly raked to insure uniform drying. Next, milling machines remove the parchment to reveal the beans, which are graded, hand-picked and inspected by specialists. As a result only the finest coffee leaves Colombian shores, so that merchants, grocers and housewives everywhere agree that coffee from Colombia is the best in the world.

National Federation of Coffee Growers of Colombia

120 Wall Street, New York 5, N. Y.

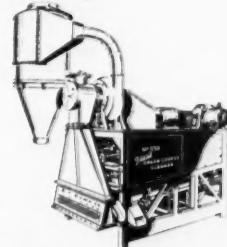
Member of
Pan American Coffee Bureau

GUMP

COFFEE PLANT EQUIPMENT

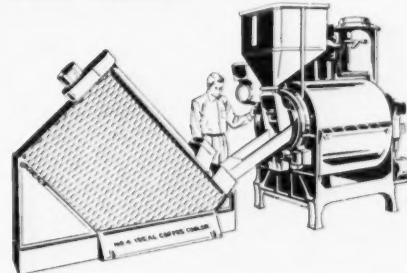
Write for details on Gump-Built coffee cleaning, blending, roasting, cooling, grinding and packaging equipment—and auxiliary units in the complete Gump line. No obligation, of course.

Coffee Cleaning



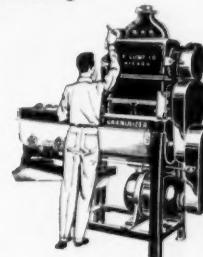
Rated best by the trade, Ideal Coffee Cleaners send completely cleaned coffee to the roaster.

Coffee Roasting



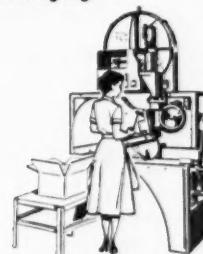
Gump Ray-Nox Roasters enhance cup and keeping qualities; reduce roasting costs.

Coffee Grinding



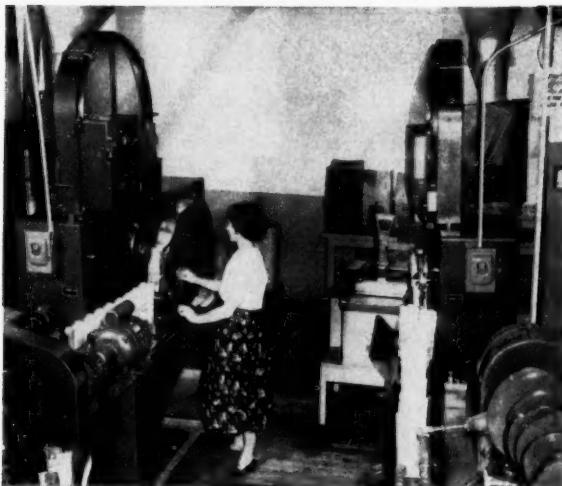
Preferred trade-wide, Gump Coffee Granulators produce clean-cut, consistently uniform grinds.

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Bar-Nun line includes semi-automatic weighers, automatic bag and can line equipment.

BAR-NUN Automatic Bag Feeders, Openers and Weighers



CUT COSTS IN BAG PACKAGING

With only half of one operator's time, a Bar-Nun Automatic Bag Feeder, Opener and Weigher delivers up to 30 bags a minute—automatically fed, opened, weigh-filled and ejected. In a double Bar-Nun installation, like the one shown, one operator tends both machines, with a combined production of about 56 bags a minute.

This rapid, automatic production cuts packaging labor costs as much as one half, according to actual plant records. Savings in coffee usually exceed even this big labor economy. The Bar-Nun stops overweight losses . . . and eliminates dangerous underweights, as well.

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If you pack 3500 or more bags of coffee a day, the Bar-Nun Automatic Bag Feeder, Opener and Weigher will cut your bag packaging costs enough to repay its price in less than two years . . . then add to your profits for many more years. Write today for complete details and quotation on the model that meets your packaging requirements. No obligation, of course.

B. F. GUMP Co.

Engineers and Manufacturers Since 1872

1312 SO. CICERO AVE.

CHICAGO 50, ILLINOIS

MARCH, 1958



Top photo shows a view of the modern city of Abidjan, the main port of Ivory Coast. The second photo illustrates a typical coffee tree nursery in the interior. The third photo pictures the spraying of coffee trees with up-to-date equipment. On the lower left is shown a native type drying bed, although the more modern method of drying on concrete is widely used. The center picture illustrates one of the mobile hulling units in use in Ivory Coast. On the right is shown one of the new cleaning and warehousing plants in Abidjan.

ROBUSTA

COFFEE

from

IVORY COAST

- Increasingly popular because of uniform blending quality.

- Quality assured through modern preparation.

CHAMBER OF COMMERCE

P.O. BOX 1399, ABIDJAN

IVORY COAST, FRENCH W. AFRICA

United States Representative

French Overseas Territories Division

Commercial Counselor to the French Embassy

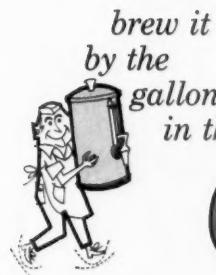
610 Fifth Avenue, N. Y. 20, N. Y.

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With 59,000,000 people
now being taught* what
good coffee really is...

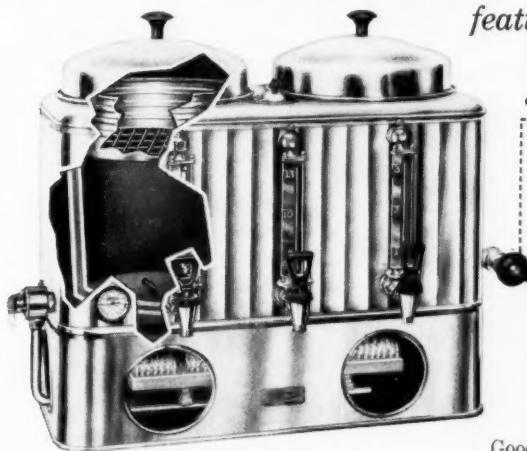
YOU'LL BE JUDGED MORE THAN
EVER BY THE COFFEE YOU SERVE!



in the distinctive new series '61

CECILWARE COFFEE URNS

featuring the remarkable GRIDDED RISER



CECILWARE URNS SERIES '61
Stainless Steel

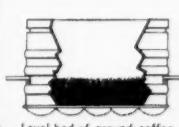


TWIN URN with extra large water capacity. Twin-3 or Twin-5 gal. coffee capacity, gas or electric. Standard, Custom and DeLuxe models. Prices start at \$385.00.

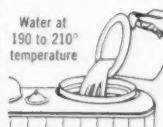


SINGLE URN with extra large water capacity. 3 or 5 gal. coffee capacity, gas or electric. Standard, Custom and DeLuxe models. Prices start at \$195.00.

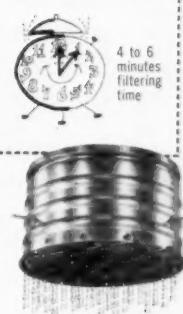
COFFEE BREWING INSTITUTE'S URN BREWING METHOD



Level bed of ground coffee



Water at
190 to 210°
temperature



4 to 6
minutes
filtering
time

The Gridded Riser, recommended by the Coffee Brewing Institute, is Cecilware's new quick-acting coffee basket that utilizes a standard coffee bag and takes the drap out of it. It forces all the water to filter faster through the coffee bed for uniform and correct extraction.

Good coffee's the lifeblood of this business and Cecilware's Series '61 urns can help you make it a high income producer, too. They're modern inside and out, with a simplified mechanism that allows you to make use of the newer coffee-making method exactly as demonstrated by the Coffee Brewing Institute. Just two easy steps get you gallons of coffee at once, quicker and far more economically. Coffee made in Cecilware urns tastes so good it creates the demand for second cups. Run or walk to your equipment dealer now. He'll recommend the right model for your special needs. Send for our new catalog #22.

CECILWARE-COMMODORE PRODUCTS CORPORATION

Since 1911, more than a million Cecilware-Commodore products in use
199 Lafayette Street, New York 12, N. Y.

Cecilware also makes an extensive line of cooking equipment for fast food service. You'll find these products illustrated in our catalog.



Gas Fired Charcoal
Broiler



Filter
Fryer



4-Way Cooker



Food
Warmer

What Ruffner Service Means To You

COUNTRYWIDE COVERAGE

Offices in the major distributing centers of the United States.

62 YEARS EXPERIENCE

A background of 62 years experience as coffee brokers and agents in meeting the needs of green coffee buyers.

DEPENDABLE SHIPERS

Over the years, we have enjoyed the representation of the most reliable shippers.

CONSCIENTIOUS SERVICE

Our coast-to-coast organization offers coffee roasters a complete and conscientious service.

Ruffner, McDowell & Burch, Inc.

Coffee Brokers and Agents

Established 1896

NEW YORK: 98 Front Street

SAN FRANCISCO: 214 Front Street

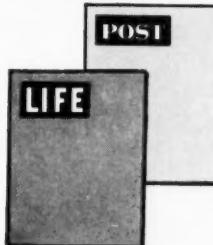
CHICAGO: 408 W. Grand Ave.

NEW ORLEANS: 419 Gravier St.



REMINDER: ORDER YOUR ICED COFFEE MERCHANDISING MATERIALS TODAY!

P.A.C.B. Summer-long Promotion Starts in June with:



6-page spectacular advertisements—a double gatefold with two "doors" on the outside that open to four full-color pages inside! Emphasizes that good Iced Coffee starts with good, full-flavored hot coffee—made according to the approved recipe.

Total magazine circulation over 11,000,000—in the Saturday Evening Post, June 7th, and in Life, June 30th. Readership totals many times the simple circulation figure.

Nationwide television on CBS—during June, July and August, Iced Coffee will be featured on a national TV show reaching over 20,000,000 people! Iced Coffee itself, how to make it right and how to serve it will star in the sales-building commercials.



Coffee sales will also benefit from the promotional activities of the entire sales forces of two major food companies who are teaming up with coffee this whole summer long!

Order your materials now so your customers can use them from June on

Half-cost to you—for restaurants and grocery stores—here are the display materials that can tie in your brand with this tremendous Iced Coffee promotion. The pieces are designed to fit all requirements of your best customers.

3 Point-of-Purchase Aids: 1. Giant glass, full color, 28" x 11"—for windows, pillars, walls and mirrors. 2. Restaurant soft sheet poster, full color, 20" x 8½", with space for a related food item plus a price spot. 3. Grocery store soft sheet poster, full color, 28" x 11", with ample area open for your brand imprint.

If you have not yet received your Full Merchandising Kit—use this coupon at once. The Kit contains samples of the materials shown above, plus newspaper mats, radio commercials and a description of a 15-second TV film.

PAN-AMERICAN COFFEE BUREAU
120 Wall St., New York 5, N.Y.

Gentlemen:

Please mail me one of the Iced Coffee Kits today.

NAME

ADDRESS

CITY ZONE STATE

COFFEE

...best in cans
by Continental

INSTANT
PRESSURE PACKED
VACUUM PACKED



CONTINENTAL  CAN COMPANY

Eastern Division: 100 E. 42nd St., New York 17

Central Division: 135 So. La Salle St., Chicago 3

Pacific Division: Russ Building, San Francisco 4

Canadian Division: 5595 Pare St., Montreal, Que.

Formerly THE SPICE MILL

COFFEE & TEA INDUSTRIES and The Flavor Field

81st Year

March, 1958

Vol. 81, No. 3

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81st Year

T. M. Reg.



Pioneer Publication in Coffee, Tea, Spice, Flavor

MARCH, 1958

"THEY'LL HELP YOU
CASH IN ON
THE TREND TO
**ICED
TEA &
COFFEE**"



Louis Kaplan
President
Cecilware-Commodore

CECILWARE
DOUBLE Decanters & Urns
for doubled iced beverage sales!

doubled ...in glass; 2, 3 and
5 gallon Twin
capacity models



re-doubled!

in stainless
steel; holds
3 gallons
of tea
and 2 of
coffee.



These attractive double decanters create impulse buying of America's popular cooling drinks for warm weather. Talk to your equipment dealer now. Double decanter DD-23, \$99.00. Twin glass urns start at \$165.00. Write for new catalog #22!

CECILWARE
Coffee
by the
gallon

CECILWARE-COMMODORE
199 Lafayette St., N. Y. 12

WHEN IT COMES TO
BATCH ROASTING
BURNS THERMALO ROASTER
IS YOUR BEST BUY



BEST CUP QUALITY

Low temperature heat avoids scorching and tipping — brings out the best in every type of bean!

EVEN ROAST THROUGHOUT

High velocity transfer roasts every bean evenly — from the center right out to the surface!

CLEAN PURE FLAVOR

Recirculation of the heating medium washes the coffee, pulls out the chaff. Every roast is clean as a whistle — every time.

UNCHANGING UNIFORMITY

Automatic Control carries famous Thermalo quality from batch to batch. It provides complete safety protection, too.

SMOKELESS OPERATION

Can be economically built right into your Thermalo!

JABEZ

BURNS
ENGINEERS

AND SONS, INC.

NEW YORK CHICAGO
DALLAS SAN FRANCISCO

600 WEST 43rd STREET • NEW YORK 36, N. Y.

how to tie in with Coffee Day

Again this year, coffee roasters in the United States as part of Pan American Week, when the 21 nations of the Americas commemorate their social, economic and cultural ties.

Coffee Day is proclaimed by the Organization of American States as part of Pan American Week, when the 21 nations commemorate their social, economic and cultural ties.

Members of the industry have every right to be proud of the fact that coffee is the only commodity by a special proclamation, and many roasters and importers use the occasion to tell the public more about coffee.

Although Coffee Day is not primarily a merchandising event, some companies have found it well worthwhile to tie-in with sales promotion activities. In general, however, this is a day to make new friends for coffee and to renew old friendships through better understanding.

There are few industries with a more impressive and more interesting story to tell than coffee. Who else can claim: the biggest single import by the United States; the basis for over 20% of all U. S. exports; a product found in 98% of U. S. homes; more cups drunk in the United States than any other beverage except water; a daily joy and solace of over 100,000,000 Americans? And these facts, of course, are only a small part of the fascinating lore and legend of coffee—the commodity and the beverage.

In past years, coffee companies have used Coffee Day in a variety of ways to create consumer goodwill. Here are some of them. You may find among them ideas and suggestions adaptable to your area.

Coffee Day talks

1. Talks before community service or civic clubs, women's groups and school assemblies are effective and not difficult to arrange. Thanks to the Pan-American Coffee Bureau's "Report on Inter-American Trade," such talks can now be highly localized and, consequently, be of much greater interest. This survey report, it will be recalled, pinpoints 1,041 U. S. cities which produce goods for export to the coffee countries of Latin America and lists each item shipped. In addition, it gives state-by-state estimates of the total dollar value of such exports and the direct employment and payroll they produce. Copies can still be obtained from the Bureau together with speech outlines.

Film showings

2. To supplement short talks—or by themselves—nothing is quite as effective as film showings. These can be arranged with the same groups as above. In addition, if you have such a film, or borrow one, arrange to have it telecast by a local television station. This expands the audience by thousands. Both the National Coffee Association and PACB have films for sale or loan. (Since prints are limited, orders are on a "first come" basis.)

MARCH, 1958

Broadcast interviews

3. Radio and television interviews offer excellent opportunities to talk about Coffee Day and the importance of the commodity and the beverage. The material in the Coffee Day talk can be used as a basis for an interview. Most radio and television stations have local programs which welcome timely interviews. Start with the program director in arranging one.

Plant tours

4. Plant tours are looked upon by many companies as one of the best ways of making friends among consumers. Although it may be old stuff to you, there is a great deal of interest in—and ignorance of—the coffee industry's most commonplace processes. In this generation, for example, many people have never seen a green coffee bean. Some even think that it grows in some mysterious manner, in its roasted form—"perc" grind on one bush, drip grind on another. School children, particularly, are fascinated by exotic things from faraway lands; even a display of empty burlap bags with different finca or fazenda marks will give them something to talk about. A sample, a folder or booklet to take home from a plant visit is a good gesture. If you do not have a booklet of your own, PACB will make available to you, at small cost, a colorful illustrated folder, "The Story of Coffee . . . From Seed To Cup," with space for your company imprint.

Window displays

5. Window displays, especially in high-traffic locations—such as department stores, banks, public utility offices—are effective promotions. Again, remember that what may be commonplace sights to you—green coffee, a mass of roasted whole beans, coffee bags, some photo blow-ups of coffee growing and processing—can make crowds stop and look.

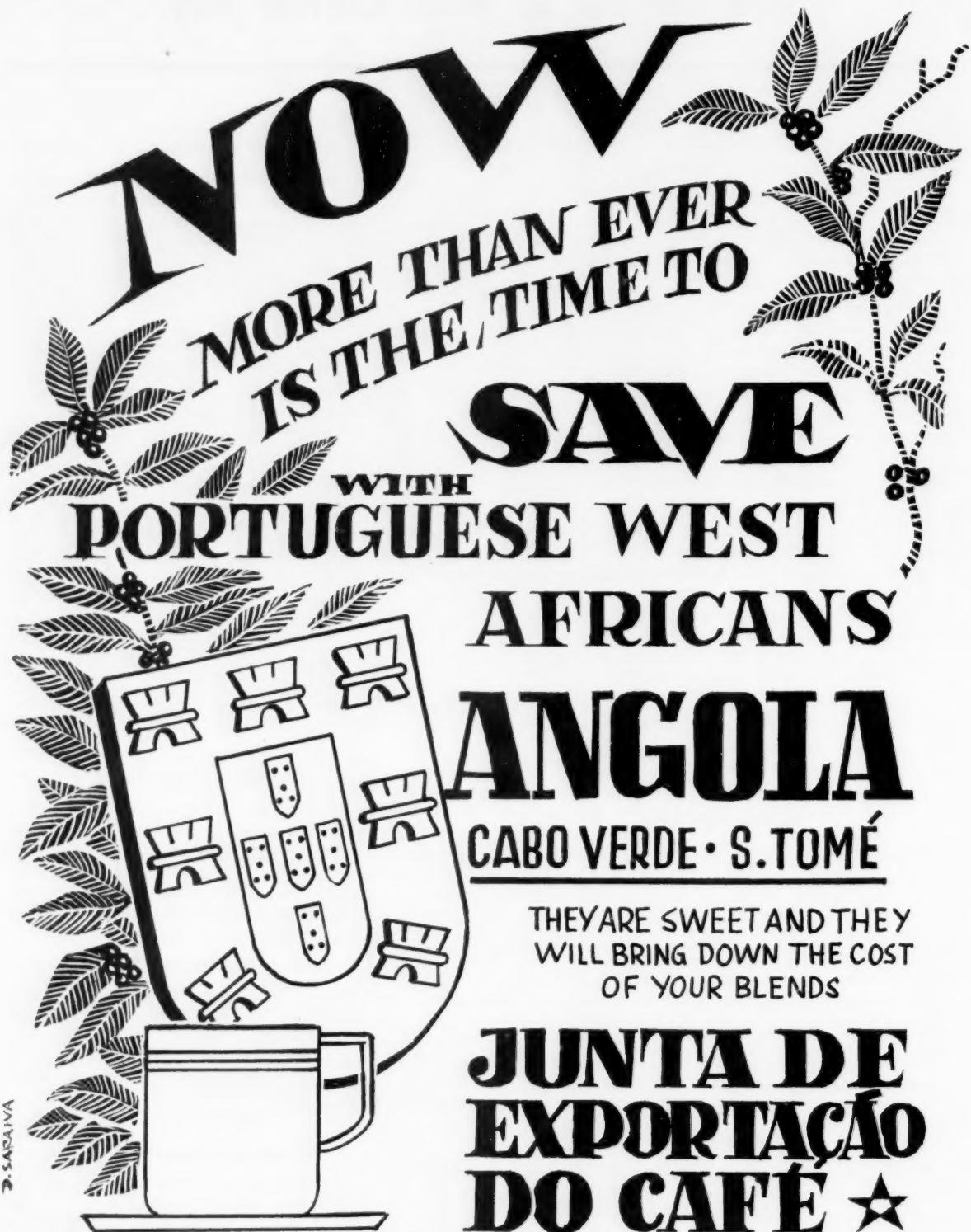
Advertising "salutes"

6. Coffee Day salutes, dropped into regular advertisements, have been used by various companies in the past. Whether in print or broadcast, messages can be built around such basic ideas as "Coffee—The Cup of Friendship, the Keystone Commodity of Inter-American Trade, the Americas' Favorite Beverage."

Official proclamations

7. Official proclamations are issued in many communities in honor of special events. President Eisenhower has already proclaimed Pan American Week in the United States and this will be followed by similar proclamations by governors and mayors. Since Coffee Day is an official part of Pan American Week, local officials should include reference to it in their statements. The issuance of such pro-

(Continued on page 64)



HEAD OFFICE: RUA AUGUSTA - 27 - LISBON

PORUGAL

★ Coffee Convention "Highlight" Report: Keynote



Officers and directors of the National Coffee Association for the coming year—most of them, at least—gather at Boca Raton during the 47th convention. Front row: Frederick H. Silence, newly elected chairman; Peter Folger, retiring chairman; Russell E. Atha; Austin O'Brien, re-elected treasurer; president John F. McKiernan; Charles Leister; NCA secretary Elmer B. Florence. Second row: E. M. Manning, Jr.; Gustav Wedell; Edward Aborn; Philip Eisenmenger, NCA counsel Thomas W. Kelly; Milton Ruth; J. W. Reily, Jr. Third row: Herman F. Baerwald; David G. Platter; Arthur Ranshoff; Overton Dickinson; Lloyd Thomas; George G. Westfeldt, Jr.; Nate L. Schmid. Back row: Earl B. Ackerman; James M. Clark; John H. Naumann; George V. Robbins; Jack R. Durland; Robert B. Sasseen; E. A. Johnson, Sr.

the new marketing concept—and coffee

By JOHN F. MC KIERNAN, President,
National Coffee Association

In the science of semantics, it is recognized that the usage and meaning of words are constantly subject to change. A common phrase can mean today either more or less than it meant, say ten years ago. And this is true of the word "marketing."

According to a recent issue of *Sales Management* magazine, the word, when associated with a top level title, characteristically takes in all phases of product planning, research, sales, advertising, merchandising, promotion, distribution and customer service.

In a survey among marketing executives, many variations of the concept of marketing were reported. One respondent said, "Marketing is not only knowing how to get it there, but how to do it at a reasonable profit. Any sales activity is merely the procedure of getting goods to market, but the marketing concept embraces markets, products, channels of distribution, the customer, and the organization and training of personnel."

How, then, does this new concept of marketing apply to the coffee industry? Or, more specifically, on which of the many aspects of the coffee industry should the function of marketing have an influence?

Last year, at the annual meeting of the Pacific Coast Coffee Association, we urged coffee producers to plan, at the time they put their seedlings in the ground, where and how they would market their crops.

But the United States roaster, of course, must plan his marketing procedures with many other equally complex considerations in mind. What does the consumer want from his product—which are its most saleable characteristics? In what quantity will the consumer use his product, and how can he or she be persuaded to use more?

The answers to these questions, obviously, are most accurately found in research and analysis—of the appeal of the product itself, the consumer's habits and attitudes and the best media and most convincing methods of persuasion.

Then, where are these consumers? Are they more numerous in Suburbia than in the city? Is it true that the greatest proportion of them shop in supermarkets, rather than small independents? Market research can answer these questions, too, and the findings will determine the

(Continued on page 40)

★ Coffee Convention "Highlight" Report: Promotion

merchandising instant coffee

A platform interview with Donald Cady

Some of the most stimulating minutes at the 47th National Coffee Association convention came during a Mike Wallace-type interview, from the platform, on sales and merchandising. Doing the interviewing was Fred J. Pullen, Jr., who staged the business sessions at the convention. Here are highlights . . .

FRED J. PULLEN, JR.: Mr. Donald Cady, as many of you know, is vice president of The Nestle Company. He has been in the food marketing field for over 25 years and is considered one of the outstanding authorities on sales promotion and advertising in the business.

Now, we have noticed, Mr. Cady, one of your company's current advertising campaigns is certainly provocative on the subject of decaffeinated instant coffee.

Mr. Cady, why have you developed this slogan, "Feel Wonderful Coffee?" And why do you believe that this sort of advertising is helpful to the coffee business? It could happen, you know, that certain members of the National Coffee Association might raise an objection to this type of advertising because it could be detrimental to the industry.

DONALD CADY: I think the best way to answer you is to say that our calculations are that there will be a tremendous number of people in the next ten years who will be told by their doctors that they must cut out coffee. There is also an undercurrent of people in the younger generation who think that they can't sleep well at night, if they drink coffee, and the little evil element in that seems to be caffeine.

Now, to answer both of your questions, which you wrapped up in one package: We think we are selling coffee. I think you would rather have us sell coffee than have them buy some other beverage. Some people are not going to drink coffee when they have heart trouble or hypertension or when they feel they can't sleep. So I think you would rather have us sell decaffeinated coffee than no coffee at all.

MR. PULLEN: That is very true, but it seems like a very selfish slogan, per se.

MR. CADY: After all, advertising is selfish—you are trying to sell your own brand. Yet we try to sell coffee and sell our own brand at the same time.

MR. PULLEN: Did you develop this coffee just for the roasters or for the youth market?

MR. CADY: We think in another few years the youth market is going to come in here. After all, when you are advertising on television and magazines and radio, you are talking to everybody. You are not just talking to an older group of people—the "geriatric trade" as it is called—but to every age group. We believe that the younger people, who have some question on their minds about coffee in general, may start drinking coffee earlier because of this product.

MR. PULLEN: Then you are helping to build a new market, so to speak?

MR. CADY: That is what we figure.

MR. PULLEN: A man by the name of Auerbach—you have probably heard of him, he is a very big journalist—

(Continued on page 38)



This is the green team that licked the roasters in the annual softball tournament at the 47th NCA convention. Although the boys had fun, it was not, for a change, enough to get in the way of the game. Sitting (from left): Samuel B. Heron, Thomas J. Battaglia, Bert Canal, J. Elliott Burt. Standing: Thomas Rea,



John A. Tobin, Harry J. Acer, Donald R. Diamond, Albert J. Wray, George Bauerschmidt. The roasters (right) were confident, but it wasn't enough. Front row: George Boecklin, Fred Kohn, Joseph P. Mulvaney, Robert T. Poole, George C. Dangman. Standing: Charles S. Litt, Michael Paolino, David Sweet, Nate L. Schmid.

managing coffee salesmen

A platform interview with Jack Durland

MR. PULLEN: And now we present Mr. Jack Durland, president of Cain's Coffee Co., whose background is not coffee, but law, who spent many years as an FBI agent and who is now one of the foremost personalities in the coffee industry. Mr. Durland's manner of directing a sales organization is not conventional.

Mr. Durland, an article on your activities was printed in the COFFEE & TEA INDUSTRIES December, 1957, issue, in which you stated that your wife had strict orders not to plan any social activities on any Friday night. Now, why is this?

MR. DURLAND: I have a little ritual that I follow every Friday night in getting ready for the sales meeting the following morning.

MR. PULLEN: Saturday?

MR. DURLAND: That is right; Saturday.

MR. PULLEN: The day the salesman has some time off you have sales meetings?

MR. DURLAND: That is correct. As a matter of fact, our salesmen are required to attend 50 sales meetings a year.

MR. PULLEN: You let them off for Christmas and New Years?

MR. DURLAND: That is right.

MR. PULLEN: That is hardly a morale-building factor.

MR. DURLAND: On the contrary, these meetings are designed to build morale. In other words, we try to make them very informative, try to make them inspiring, and I know that our salesmen look forward to these meetings, because it puts additional money in their pockets.

MR. PULLEN: What do you mean by that?

MR. DURLAND: Well, by being at the meeting they can obtain information that can help them to do a better selling job and earn greater commissions.

I think this might be a concrete example of what I am talking about. I noticed a news item in the Saturday morning paper, about 6:00 a.m. or 6:30, that General Foods was taking a two-cent decline on two-ounce instant and a four-cent decline on six-ounce instant the following Monday morning. At 8:00 our office was getting out a new price list representing a similar decline, and then at 10:00 Saturday morning it gave us an opportunity to walk into that meeting and advise our men that we were taking a decline to meet that of our competitor on Monday. Then we outlined a concrete plan whereby that salesman on Monday morning could walk into the supermarket and reimburse this operator the entire amount of the decline. In appreciation of that, while the salesman was in the store, the grocer would then immediately reduce his shelf price to reflect the decline, and then because we had really, in fact given him



Producing country representatives who spoke to NCA's 47th convention, with their hosts. From left: Carlos Cordero d'Aubuisson, representing FEDECAME; Fernando Pereira Bastos, president of the Junta de Exportacao do Cafe, Portugal; retiring NCA chairman Peter Folger; Vito Sa, chief of the New York City office of the Brazilian Coffee Institute; NCA president John F. McKiernan; F. Gennardi, director of economic affairs, Ivory Coast; Andres Uribe, New York City representative of the National Federation of Coffee Growers of Colombia; Frederick H. Silence, newly elected NCA chairman.

an insurance policy against any loss on future declines, he would agree to put in additional supplemental displays, so that salesman earned an additional commission. Had we not had that frequent sales meeting to outline the mechanics of that program, I don't think it would have been nearly as much of a success.

MR. PULLEN: Is it not true that in a speech that you delivered in New Orleans on October 25th you made a statement that you did not endorse the policy of salesmen being competitive? What did you mean by this?

MR. DURLAND: You are twisting the facts there. Now, I did make that statement, but I limited it to sales contests. I have never seen a sales contest that I thought was absolutely fair to the entire sales staff, in other words, if you have a contest where only four or five men can win, and the great majority of the salesmen lose, then, if you keep your ear pinned to that grapevine, you will find out that there is a lot of grumbling going on and it can become a morale factor in your organization. So my thinking on it is simply this: Have a contest where the salesman does not compete against any of his fellow sales-

(Continued on page 37)

BRAZILIAN COFFEE and

The millions of U.S. citizens who will drink iced coffee this year naturally do not all like the same blend or brand. They may even differ as to which is the best way to take an iced coffee break. Yet one thing is certain—more iced coffee will be made using Brazilian coffees than any other. The reason is basic—Brazil continues, year after year, to export more of its coffee to the United States than any other country.

Brazilian coffees are unequalled in variety and quality. They satisfy a wider range of consumer tastes than any other coffee. Experts and the general public agree on the eminence of their rich body, full flavor and aroma. The U.S. taste for coffee has been built on Brazils.



BRAZILIAN COFFEE INSTITUTE

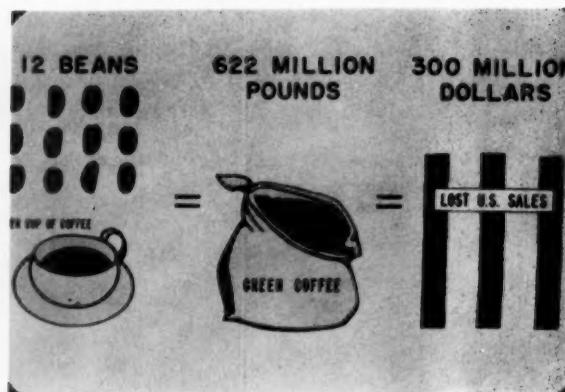
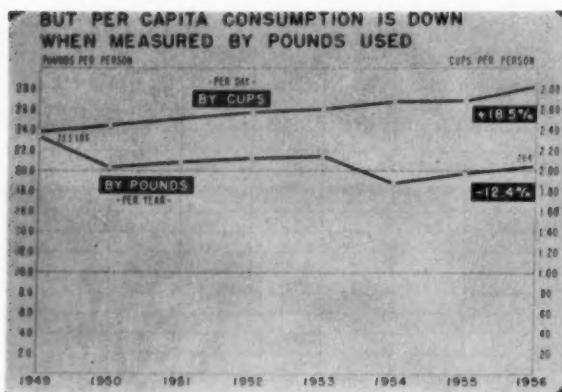
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★ Coffee Convention "Highlight" Report: Objectives



needed: a positive approach to marketing

By CHARLES G. LINDSAY, Manager
Pan-American Coffee Bureau

Thanks to the Russians, these are times of re-assessment, re-evaluation and critical self-analysis—not only by nations, but by industries, by companies and by individuals.

We'd like to encourage a little re-evaluation, a little self-analysis, on the part of the coffee industry. As a starter, let us pose this question: How important—how useful—is the coffee industry? How important is it to nations—not only those coffee producing countries of Latin America which the Pan-American Coffee Bureau represents, but to the United States? How important is it to the business community as a whole? How useful is it to individuals—to its customers?

We believe that the coffee industry is vastly more important than most of its members realize. But we also believe that it is far less important than it can or should be! Let us explain:

As an industry, we are important because we impinge on the daily lives of 114,000,000 coffee drinkers in these United States, who drink an average of 37,000,000 cups a day.

As an industry we are important because we affect, directly or indirectly, the 140,000,000 people of the 14 Latin American countries from which the United States buys 85% of its green coffee.

It would be difficult to over-state the coffee industry's importance to these 14 countries, for coffee is the principal dollar earner of five of them, and of vital importance to seven others. When you consider that the national economies—the annual budgets—of such countries as Brazil, Colombia, El Salvador, Guatemala and Nicaragua, are largely geared to coffee, the industry's importance in the lives of these nations, and of their people, looms large indeed.

In fact, coffee is by far the most important single commodity in inter-American trade. In 1956, the green coffee purchases of the United States from the coffee producing countries of Latin America amounted to more than \$1.3 billion—more than twice the value of petroleum, the second biggest import.

At the same time, the coffee industry is a cornerstone of this country's essential export trade. In 1955—the last year for which complete figures are available—the 14 Latin American coffee producing countries took over 20% of United States exports.

These exports included almost everything this country manufactures, grows or mines—machinery, vehicles, chemicals and pharmaceuticals, grains, textiles and animal products. In 1955, United States exports to the 14 Latin American coffee countries exceeded \$2.7 billion. Nearly half of the dollars required to pay for these exports were earned by coffee.

These exports, which play such an important role in the economy of the United States, are not mere abstract figures. They are tangible items of commerce which come from all parts of the country. Regionally, the Middle West is the leading supplier of the 14 coffee countries, with sales of over a billion dollars. Next comes the Northeast with a volume of \$800,000; then the South with over \$500,000; and finally the West with more than \$250,000,000 of exports.

Exports mean jobs and jobs mean payrolls. The men and women who produced the goods sold to the 14 coffee countries in 1955 earned more than \$1.7 billion—money which they, in turn, fed back into the economy of

(Continued on page 33)

★ Coffee Convention "Highlight" Report: Brewing

spotlight on brewing

By EUGENE G. LAUGHERY, President
The Coffee Brewing Institute, Inc.

As the marketing spotlight is turned on brewing, it is natural that we ask the question, what is the relationship between coffee brewing and coffee marketing?

Let me repeat, and at the same time emphasize, a few facts you already know. First, we have been told that Americans are now brewing coffee to give a yield of 64 cups to the pound or at a ratio of about three gallons of water for each pound of roasted beans. Second, we have also been told that in 1949 the yield was only 46 cups per pound or at a ratio of about two gallons of water for each pound of beans.

What do these two facts show us? They show us very clearly and painfully that marketing techniques and programs have been highly successful in selling 50% more water but have failed in selling coffee. Marketing, then, has succeeded in changing the coffee brewing pattern in a manner that has been detrimental to the coffee industry.

A third fact is this: if market programs were planned and organized to change the watered brew of today back to one which you all know to be a good brew; one which will give 50 cups or less per pound, the trade would sell about 30% more coffee.

It follows then that the real job of the marketing group is to change the brewing habits of a large segment of our population. It is certainly obvious that the marketing spotlight, if focused strongly and precisely on brewing, will show what you all want to see, greater coffee sales.

Is a goal of 30% greater sales unrealistic? To me and the rest of us at The Coffee Brewing Institute, it is not. In fact, we *know* that it is not because beverage properly prepared at a yield of 50 cups per pound or less is *good*

coffee, something the American consumer does not see or taste very often at the present time.

It would be fair to ask—does the consumer recognize good coffee?—does the consumer want good coffee? Of course he does!

Several years ago, we asked 5,000 people what they liked in good coffee. The number one answer was flavor. The consumer knows what he wants.

This consumer preference survey made by the Institute had a lot of good, sound horse sense in it. Boiled down, it said that people buy coffee because they like its flavor and they really enjoy drinking it—good coffee, that is. This means then that you not only have to market a good blend but you also have to market good brewing, good preparation.

The recipes and directions published by the Institute and now featured in the Pan-American Coffee Bureau advertising campaign are designed to provide people with the cup of good coffee for which they are looking.

Since 1949 how many roaster promotional dollars have been spent to help the user get a good brew? Not many.

Contrast this with the money which has been poured into directing the consumer's attention to features which falsely proclaim more cups per pound from a given brand, or trying to sell him with such gems of generality as "Buy 'X' Brand—It's The Best." Rather than increasing sales of the commodity, this approach has actually fostered a decrease in the face of a growing market potential.

Every roaster is in business to sell his product, to expand the market and to make a profit. He can sell his product if it is good to begin with but important, too, in

(Continued on page 30)



NCA's Night in Venice, at the Boca Raton Beach Club. From left: Mr. and Mrs. W. Wirt Wickes; Mrs. Orville Cole; Clarence R. Irish, Hoosier Coffee Co., Indianapolis; Dr. Ernest E. Lockhart, The Coffee Brewing Institute's Scientific Director; David

Platter, Red Owl Stores, Minneapolis; Orville Cole, Cain's Coffee Co.; Mrs. Charles Litt (Mr. Litt is with the King Coffee Co., Detroit). Showers held off until most of the evening was over. Pictures by James E. Carson, of The Coffee Brewing Institute.

The new Board of Directors of the Sociedad Anonima de Cafeteros extends help and cooperation to the coffeegrowers and by means of its special committees guarantees positive advantages to coffee farmers.

COMMITTEE ON CULTIVATION

AIMS: To promote modern methods of cultivation, technological advances, to establish the Escuela Nacional de Mandadores and a Plant for Organic Fertilizers.

MEMBERS: Horacio Gonzalez Rapaccioli
Edmundo Rostran
Horacio A. Wheelock
Fernando Balladares L.
Roberto Harding
Daniel Somarriba
Jacinto Lopez

LEGAL COMMITTEE

AIMS: To study the present legal position of the Cooperative and to undertake specific studies regarding the establishment of a future Association of Coffee Growers.

MEMBERS: Dr. Miguel Ernesto Vjjil
Dr. Federico Lopez Rivera
Dr. Jorge I. Montealegre
Dr. Armando Ramirez Morales

COMMITTEE FOR THE RELATIONSHIP BETWEEN MILLERS AND GROWERS

AIMS: To harmonize the interests of the growers through the adoption of new methods and the establishment of a percentage of profits for the millers.

MEMBERS: Cristiano Briceno
Alberto Vogl
Francisco Solorzano A.
Jose Vita
Alberto Castellon
Alejandro del Carmen
Jose Abaunza
Jose M. Lopez
Luis Pallais D.
Dr. Arnoldo A. Sandoval
Dr. Edmundo Lopez
Emilio Gutierrez

VIGILANCE COMMITTEE

MEMBERS: Don Duilio Baltodano P.
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The Cooperative has obtained from the Banco Nacional, the guarantee, that all producers, including those on State farms, will get these services.

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★ Coffee Convention "Highlight" Report: Restaurant Market

upgrading coffee for profit

By LARRY HILAIRE, President
National Restaurant Association

Coffee is a basic item in every restaurant in America.

Can you imagine anyone trying to open any type of food service operation *without coffee*? Of course not. Coffee is essential to every operator.

It therefore follows that he should be very *conscious of the cup of coffee he serves*.

But, somehow, we seem to have many problems. Certainly we do not have in coffee quality controls such as you would find in a bottle of Coca Cola.

We are also aware that somehow there are geographic customs and differences in tastes that determine the weakness or strength of coffee, or that dictates the lightness or darkness of the roast.

We find that coffee is being kicked around and that the average consumer or customer does not place the proper value on a good cup of coffee.

And there are many reasons why this has happened to the product you and we are concerned with.

Probably the first reason is that we have been told by the roaster-distributor that coffee really is not expensive—that all we had to do is brew it with more water and we could cut the cost per cup.

On the other hand, we have equipment manufacturers who tell us that with their equipment we can save the initial cost of the equipment because it will brew many more cups

per pound than that we are now using.

Another reason for the low esteem of coffee is that somehow restaurant operators have used coffee as a giveaway, or as a business builder. Many have long given a second cup for free.

If the coffee we give away is not important, then the operator places little importance on the brewing or even the taste.

Couldn't we somehow brew the best coffee? Couldn't we do a real job of making coffee stand on its own merits, using the 12 extra beans, of course?

We have to think about our biggest competitor, the housewife, and we should be doing the kind of job with coffee that produces a better cup of brew than she can do herself.

Have you ever stopped to think that our industry is your greatest sampling ground? And that a good sample in a restaurant might influence her in turn to want to brew a better cup in her home to please the taste of her family?

We believe this market to be a good place to start your campaigns for a better cup of coffee, and the increase in sales of pounds of coffee.

We of this great restaurant industry, through the splendid cooperation of your Coffee Brewing Institute, have worked up a marvelous manual on proper coffee



NCA's officers for the coming year, after the elections at the 47th annual convention. From left: chairman, Frederick H. Silence, of Ruffner, McDowell & Burch, Inc., New York City; John F. McKiernan, who continues as president; vice chairman, Thomas J. Prettyman, Paxton & Gallagher Co., Omaha; treasurer, Austin A. O'Brien, Byrne, Delay & Co., New Orleans, who was re-elected.



Speakers who "spotlighted" marketing at NCA's 47th convention included (seated, from left) Charles G. Lindsay, Larry Hilaire, Standing: Paul S. Willis, Eugene G. Laughery, C. W. Smith, Robert Mueller and Frank Gianninoto. Topics ranged from industrywide promotion by Pan-American Coffee Bureau to new facts about the status of coffee in supermarkets, as revealed by a recent study.

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brewing procedures. It will be sent to every wideawake restaurant, hotel or institutional operator in the United States.

While we are very proud of this manual, we will be distributing it with tongue in cheek, because we know that at the present time it will not have 100% acceptance by restaurateurs.

They have been told too long to brew coffee with a s-t-r-e-t-c-h.

Coffee salesmen come into many places and instruct our employees in the wrong way of making coffee. The equipment man sells equipment based on how cheaply it will brew coffee.

For too long coffee has been sold on price alone, rather than goodness.

We ought to have a better meeting of the minds on the importance of coffee.

We know it is important to us, yet we read and hear advertisements directed to the home consumer that say you can water down coffee. And this is some of your people saying it.

Just the other day I heard a radio commercial that told the homemaker she could use less of the brand of coffee in each cup and could brew 64 cups to the pound.

On the one hand we are instructing the homemaker to accept watered down coffee, and on the other hand you are appealing to us to make a good full-bodied cup of well-brewed coffee.

Certainly this is contradictory to good marketing.

And what happens. The housewife comes into a restaurant and tells us our coffee is too strong for her taste. She wants a pot of hot water to weaken it so that she can drink it. Well, we could argue forever over which of us is the most guilty for changing the taste habits of millions of Americans. We would never find those 12 coffee beans per cup that way. Believe me, we are just as anxious as you are to find the answers to making the best products for our customer relations and sales volume.

But we've got to do it together.

How do we justify the fact that thousands of Americans now prefer instant coffee to the taste of freshly brewed coffee?

Well, maybe from an operating standpoint, we ought to take a closer look at soluble coffee. We have been watching this development because of our mounting labor costs and costs of equipment. Maybe all we would need would be hot water and a cup-size package of soluble coffee.

Would this ultimately prove to be the answer for a standard cup of coffee in our business? I know this is a debatable point within your industry, but I did want to make a point.

And what about a good glass of iced coffee? We haven't been told very much about properly making iced coffee. All things being equal, we'd just as soon sell it as iced tea.

What I want to emphasize is that we do not want from your industry any ideas that will encourage our industry to forget about the quantity of the food, service and atmosphere it offers for sale to the public.

This new manual I mentioned, "About Good Coffee," is the kind of constructive and cooperative help that is going to benefit both of us.

But we can't do alone the tremendous amount of

Golf . . .



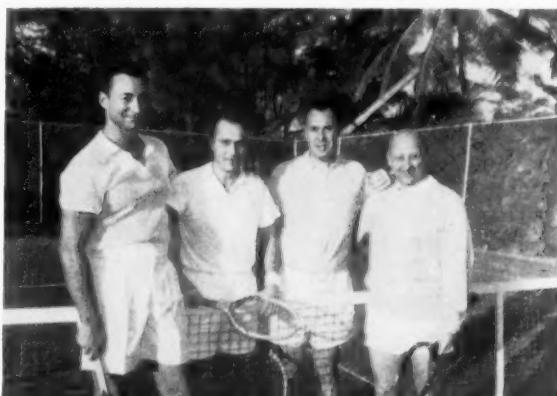
Top golfers at convention included (from left) Philip I. Eisenmenger, Edward T. Down, Thomas W. Kelly, J. D. Anderson.

Fishing . . .



Did the fish bite at Boca this year? Here's some of the evidence. From left: John H. Naumann, Mrs. and Mr. Carlos Cordero, Basil Naumann. The fish caught by the Corderos were prize winners. Thomas J. Prettyman bagged the only swordfish during the week.

. . . and Tennis



Tennis winners Koen Steendyk and Donald R. Diamond (center) with tennis committee chairman George Dangman (right) and a "pro."

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East Coast Instant is the result of 60 years NATHOR experience. You know the famous NATHOR name; you can rely on it!

No matter what private label brand you may now be using, it will pay you to test East Coast in comparison with it. Even coffees selling at a much higher price. For it's an open secret in New York's coffee district that East Coast has developed one of the finest instants to reach the market yet.

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ground that has been and must be regained.

We think that you should help us to get popular acceptance of the full-bodied, well-brewed coffee you are striving to achieve.

We want the home consumer to recognize good coffee, too, but we do not want to be put in the position of forcing our customers to accept something against their will.

Much has been said, too, of the importance of coffee to the economy of the world, and relationships with other countries.

Coffee is a common denominator in all of our lives. Certainly coffee is the national drink, and more romance and business has been conducted over a cup of good coffee than any other beverage.

The coffee-break has become the American custom. It has become important not only because the average American likes coffee for its relaxing effects, to offset the tense pace at which we work and live. The coffee-break breaks down all social standards and taboos. It is equally enjoyed by both employees and employer, and often both of them together.

We like the coffee break, too, and in many cases it is the foundation of restaurants. Coffee brings people into our places of business, and if we serve a good cup of coffee, we feel we have the easiest way to create a habit of returning to our places for other food and services we have to offer.

Now, the theme of the National Restaurant Association's convention this year will be "Upgrading for Profit." When we speak of upgrading we are talking about upgrading the quality of the foods we serve.

So you see, our thinking and purposes are the same. We, too, are very market conscious these days.

Many progressive purveyors have taken advantage of our market as a way of doing a double-barreled job of cooperative advertising within our industry. These include several coffee purveyors who have done excellent jobs in persuading customers through restaurant doors. If the leading purveyors to our market have seen the wisdom of such programs, why shouldn't the industry itself take the leadership and work on a program to improve both its business and ours?

There really isn't anything we can't do working together.

Maxwell House starts new eight-story instant coffee plant in Houston

The Maxwell House Division of the General Foods Corp. has started construction of an eight-story instant coffee plant at its Houston, Texas, facilities.

The new plant will double the company's present instant coffee output there.

This increase comes on top of an expansion in production capacity and warehouse space which has just been completed. That expansion doubled the then existing instant coffee capacity and added 17,000 feet of warehouse space.

The latest addition will add more than 33,000 square feet of production facilities. The eight-story building will be 54 feet by 80 feet.

It will be the fourth expansion of Maxwell House production facilities at Houston in 11 years.

New York's "Strictly Softies"



This barbershop quartet took first prize for harmony at the NCA convention. From left: Vincent Campbell, Charles E. Rogers, Herbert Whaley and Fred Sterzenback. You can see, their hearts are in it.

San Francisco's "3 Jerks and a Jill"



An easy first for costume were Mr. and Mrs. E. M. Manning, Jr., and the E. A. Johnsons, Junior and Senior. Conventioners found the barbershop quartet contest a high point in hilarity at Boca Raton.

New Orleans' "Bourbon St. Bohemians"



Second prize for harmony went to this quartet. From left: Mr. and Mrs. George Griswold, John Lawler and George (Sonny) Westfeldt, Jr. The Southerners added some unique local touches to their warbling.

Coffee vending

Superior Tea & Coffee starts research program on coffee blends for vending machines

A research campaign aimed at development of instant and canned coffee blends specifically suited to every coffee making machine on the market will be initiated by the Superior Tea & Coffee Co., Chicago.

Plans for the project have been completed and work will start immediately, according to Earl Cohn, executive vice president for the company, currently celebrating its 50th anniversary.

"The company's decision to embark on such an extensive program is predicted on our conviction that much can be done to improve the quality of the coffee now being produced," says Mr. Cohn.

He explains that studies have convicted Superior research engineers of the need for individual blends "tailor-made" to the operation of every manufactured coffee vending machine.

"In the past," says Mr. Cohn, "the attitude among coffee people has been that the fault was not with the product, but rather with the machine. Slowly but surely, the fallacy of this thinking has become evident."

Mr. Cohn feels that once a blend is made to suit the mechanics of an automatic coffee machine, problems of clogging and sedimentation will all but disappear.

"Our success with the special blend of vacuum packed

coffee for the Vendo machine has given us the confidence that it can be done anywhere if we put forth the effort."

At the present time, Vendo is the only coffee machine on the market that operates with cans.

"Their machine functions through a method of infusion brewing, and strictly on a time basis," says Mr. Cohn. Because of this, plus the fact that no two coffee blends will pass water through at the same rate of speed, Superior's problems were compounded.

Since you've got to match the blend to the mechanics of the machine, we had to find a formula that would not vary—one which would produce a perfect cup of coffee."

Then too, adds Mr. Cohn, there was the matter of testing and retesting to be sure the seemingly suitable blend had the right yield and strength over the period of time it would normally stand in the machine.

Mr. Cohn thinks the Vendo method of infused brewing with vacuum packed coffee is here to stay. He outlines the operation as follows:

1. The vacuum sealed, quarter pound can of Superior coffee goes between pressure plates and serrated pins puncture the ends of the can.

2. Hot water, under pressure, is ejected through the serrations of the pins into one end of the can.

3. Brew coffee is drawn off through serrations in pins at the opposite end of the can. Grounds never leave the can, which is dropped into a waste container. Whenever the coffee in the storage chamber reaches a set minimum level, the brewing process is repeated.

"The whole process is revolutionary," concludes Cohn. "It assures a better cup of coffee because the quality of the coffee never varies."

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industry mourns passing of Manuel Mejia

The world coffee industry was stunned last month by the sudden death of Don Manuel Mejia, "Mr. Coffee" to members of the trade in many countries.

Mr. Mejia succumbed to a heart attack at his office in Bogota, Colombia.

He was manager of the National Federation of Coffee Growers of Colombia and his country's ambassador to Brazil.

Since 1937, Mr. Mejia had headed the Federation, organized ten years earlier to protect and promote Colombia's coffee industry.

Born at Manizales, Colombia, in 1887, Don Manuel was educated at the Colegio de San Ignacio, Medellin.

During a brilliant career in business, he was director of industrial companies and banks, heading the Banco del Ruiz, Manizales, from 1916 to 1925. Subsequently, he engaged in coffee growing and distributing, acquiring what he himself described as "a basic education in the reality of coffee as a commodity." He ended his personal participation in the coffee industry when he became the Federation head, retaining merely a token association, with a single coffee tree on his cattle ranch at Dormilon.

During his more than 20 years with the Federation, Mr. Mejia traveled constantly on missions to the United States, Europe and throughout Latin America. He enjoyed immense prestige in international coffee circles, and he unceasingly propagated the gospel that world-wide cooperation was essential to a prosperous and efficient coffee industry.

Only the month before his death his dream was realized with the creation of the International Coffee Organization at Rio de Janeiro.

Another outstanding achievement of his career was the creation of the Colombian coffee fund, which today has a capital of \$800,000,000. He was one of the founders of the Grancolombiana merchant fleet and the Coffee Bank.

At the end of 1957, Mr. Mejia went to Rio de Janeiro as Colombian Ambassador to Brazil.



He is survived by Mrs. Mejia, the former Cecilia Salazar, and by their six children, Jorge, Hernando, Jose, Bernardo, Guillermo and Mercedes. The eldest son, Jorge Mejia Salazar, is Colombia's Minister of Agriculture.

Andres Uribe, manager of the New York City office of the Federation and a close associate of Mr. Mejia for over 30 years, said the Colombian coffee leader can never be replaced.

"But the organization he created for the benefit of all coffee interests will remain a lasting monument to his greatness and farsightedness," he declared.

Mr. Mejia devoted his talents and energies to the task of trying to stabilize the coffee market at a level which would ensure three objectives, a decent living for growers, a constant expansion of consumption, and a basis for the economy of his country and all Latin America which would permit a steady improvement of living standards and prevent the disturbances caused by poverty and insecurity.

"Nobody can ever replace Don Manuel Mejia," Mr. Uribe continued, "but we are fortunate in that he gave the Federation a solid and enduring organization."

Many of the leading coffee producing countries of Latin America followed the lead of El Salvador in abstaining from all sales of coffee for a week in homage to Don Manuel Mejia.

Vacuum-packed coffee holds flavor more than two years, study shows

Vacuum packed coffee can be held in storage, at varying degrees of temperature, for 27 months without suffering any significant change in flavor, according to a study conducted for the Coffee Brewing Institute and published in monograph form under the title, "Storage Properties of Vacuum Packed Coffee."

Tests were conducted at various storage temperatures, ranging from minus 20 degrees Fahrenheit to 99 degrees Fahrenheit. A "fine grind" commercial blend, packed in one pound cans was used. Samples were removed from storage at intervals from one to 27 months.

Work conducted during this period indicated that a vacuum in the cans decreased more rapidly as the temperature of storage increased and as storage continued. However, it tended to reach an equilibrium after approximately one year of storage time.

"Storage Properties of Vacuum Packed Coffee" is a reprint of a paper delivered at the 17th annual meeting of the Institute of Food Technologists and originally published in "Food Technology." It was compiled by Dr. Ernest E. Lockhart, scientific director of the Coffee Brewing Institute, and B. A. Cawley, M. C. Merritt, B. E. Proctor, and C. L. Tucker, all of the Department of Food Technology at the Massachusetts Institute of Technology.

Single copies are available free of charge from The Coffee Brewing Institute, 551 Fifth Avenue, New York 17, New York.

Arturo Gomez Jaramillo named head of Colombia Federation

Arturo Gomez Jaramillo has been named to succeed Manuel Mejia as general manager of the National Federation of Coffee Growers of Colombia.

About a year ago, he was named commercial manager of the Federation by Mr. Mejia. Before that he served for about ten years as commercial representative of Colombia in Europe.

Solubles

Developments in instant coffee manufacturing, marketing

Roastings for soluble coffee up in 1957, Census Bureau says; green inventories reported

Inventories of green coffee in the United States totaled 2,959,000 bags on December 31st, 1957, an increase of 153,000 bags, or 5%, over the 2,806,000 bags held on December 31st, 1956, according to Robert W. Burgess, director of the Bureau of the Census.

Coffee roasting during 1957 amounted to 20,321,000 bags, little changed from the 20,263,000 bags roasted in 1956, but well above roastings in 1955 and 1954.

Roasting for soluble coffee, representing about 17% of total roastings, amounted to 3,452,000 bags in 1957, an increase of 7% over 1956.

Imports of green coffee in 1957 totaled 20,844,000 bags, only 2% below 1956 imports of 21,225,000 bags, highest level since 1949.

Coffee roastings during the second half of 1957 were slightly below first half roastings, but were ahead of second half 1956 levels. Second half roastings totaled 10,077,000 bags, of which 4,579,000 bags were roasted during the third quarter and 5,498,000 bags in the fourth quarter.

Roasting for soluble use appeared to level off during 1957. Second half 1957 roasting for soluble use amounted to 1,717,000 bags, slightly under the 1,735,000 bags reported for first half 1957.

However, the proportion of roasting for soluble use to total roasting was 17.0% in the second half of 1957, slightly above the 16.9% shown in the first half of 1957 and the 16.8% in the second half of 1956.

Imports of green coffee totaled 10,396,000 bags during the second half of 1957, about the same volume of green coffee imported during the first half of 1957, but 409,000 bags more than in the second half of 1956.

While imports in each of the first three quarters of 1957 fell below imports in the comparable 1956 period, fourth quarter 1957 imports of 6,134,000 bags were up 1,644,000 bags, or 37%, above fourth quarter of 1956.

Instant Coffee plant to be built in Brazil, with Standard Brands aid

Standard Brands Inc. and Brazilian interests will build an instant coffee plant in Sao Paulo, Brazil.

The plant will be operated by Compagnia Brasileira De Cafe Solvel, which will be 60% owned by Brazilian interests and 40% by Standard Brands.

The company will be capitalized at Cr \$200,000,000 (US \$2,000,000, at a rate of 100 cruzeiros to the dollar).

It will have an initial processing capacity of 400,000 bags of coffee beans a year.

G. Washington Instant Coffee purchased by American Instants, Duncan subsidiary

G. Washington Instant Coffee, a division of American Home Foods, Inc., has been sold to American Instants, Inc., Morris Plains, N. J.

No changes in personnel at G. Washington are contemplated, it was indicated. Operations will continue as before at the Morris Plains, N. J., plant.

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Fine Colombian Coffees

Crops and countries

coffee news from producing areas

Colombia sets price floor at \$81 per bag, fixes stiff penalties for violators

The National Federation of Coffee Growers of Colombia and the coffee exporters of Colombia have signed an agreement under which a committee is empowered to establish price levels for both domestic and export coffee sales through September 30th of this year.

The initial price fixed for exports is \$81 (U.S.) per bag of 70 kilos f.o.b., equivalent to approximately 55½¢ per pound *ex dock*.

Exporters selling below the established price expose themselves to severe penalties, including withdrawal of their export licenses.

The new committee consists of the Federation's general manager, the president of the Coffee Exporters Association, and the manager of the Banco de la Republica, appointed by the Finance Minister.

Exporters are obligated not to sell coffee under the prices established by the committee, and also to pay the prices it fixes for domestic parchment and green coffees. This provision is designed to limit exporter profits to an equitable mark-up, passing on the benefit of the established export price to the grower.

Exporters are further obligated to sell their exchange certificates only to authorized banks, and at exchange rates not higher than those fixed by the committee. The banks for their part will sell the certificates only to importers with import licenses, or to other banks for resale to such importers, with a mark-up of not more than one point. The total effect of these arrangements is to put an end to speculation in exchange certificates.

The agreement establishes the Federation as supervising and enforcing agency. Every exporter will give the Federation a bond calculated on the basis of 30 pesos for each bag of coffee he exported in an average month during 1957. Violations will be punished by fines at the rate of 30 pesos for each bag of coffee sold abroad below the fixed price and for exchange certificates sold in the country above the established limit.

For any violation, the committee may also suspend export licenses for a year. Export privileges of any exporter who fails to sign the pact will be likewise withdrawn until he does so.

Mexico Agreement countries cut export quotas 20% for April 1st-June 30th

Directors of the seven-nation Mexico Agreement on coffee exports decided at a three-day conference last month to cut exports for the April 1-June 30 period by 20%.

It was also agreed that Brazil would appoint an auditing firm to check on exports and retention of coffee by the six mild countries, while the latter will name a firm to audit Brazil's exports and retentions.

Guatemala was authorized to ship up to 85,000 bags of its April/June quota during the month of March.

An executive committee made up of Paulo Guzzo, of Brazil, Tomas Regalado, of El Salvador, and Andres

Uribe, of Colombia, will have authority to restore the 20% cut if market conditions warrant it.

The amended quotas for April/June are as follows: Colombia 1,148,137 bags, Mexico 330,810, El Salvador 226,590, Guatemala 201,800, Costa Rica 183,946, Nicaragua 147,204.

The total mild quota for April/June is 2,238,487 which compares with actual exports in the same period last year of 2,145,679.

See record crop for Costa Rica

A record 1957-58 coffee crop is forecast for Costa Rica, according to Foreign Commerce Weekly, published by the U. S. Department of Commerce.

A total of 850,000 quintals (1 quintal=102 pounds) is forecast, compared with 736,883 quintals from the 1956-57 crop, and 738,441 quintals from the previous record crop, harvested in 1954-55.

Export sales from the 1957-58 crop, as of December 31st, totaled 314,803 quintals at an average price of US\$56.75 per quintal.

This compares with sales of 276,285 quintals from the preceding crop at an average price of US\$70.62, as of December 31st, 1956.

Nevertheless, improvement in prices attributed to the Mexico Agreement brightened the outlook in local coffee circles, it was reported.

El Salvador's 1957-58 exports put at 1,000,000 bags

Total 1957/58 coffee crop exports from El Salvador will probably reach 1,000,000 bags, according to the U. S. Department of Commerce's Foreign Commerce Weekly.

Of the 1956/57 coffee exports, 78,646 were consumed in El Salvador for the manufacture of soluble coffee, nearly all of it exported to the U. S., the publication said.

About 35,800 bags were used for this purpose from the 1955/56 crop.

Superior coffee tree discovered in Liberia

United Nations and government agricultural experts in Liberia announced they have discovered a new type of coffee in Liberian forests which is superior in flavor and yield to any other known in the world.

American experts said they found a lone tree about 15 feet high and about 12 years old with bright red berries.

Neither the leaves nor the berries resemble any coffee trees now being cultivated. A search in the area revealed other, similar trees.

Experts are struck by the fact that all the berries ripen together.

One of the experts said, "If the yield, flavor and market possibilities live up to expectation, this new variety will revolutionize Liberia's coffee industry."

Jerome Schotten dead at 75

Jerome J. Schotten, president of the William Schotten Coffee Co. from 1920 to 1947, when he retired, died in St. Louis recently at the age of 75.

He succumbed after a prolonged illness.

Mr. Schotten was the son of Julius J. Schotten, first president of the National Coffee Association.

He is survived by his widow, Mrs. Grace Schotten, and a daughter, Mrs. Gupton Vogt.

On the menu

Developments among public feeding outlets

Coffee break is part of job, court rules in accident case

The coffee break's position in American life was confirmed in a strange way recently.

The Wisconsin State Supreme Court ruled recently that an employee injured while driving to a restaurant for a coffee break is covered by workmen's compensation.

Attorneys argued that "it is common knowledge that the coffee break is a well recognized and accepted country-wide custom."

The court said in its decision that "the act of drinking a cup of coffee during the hours of employment is certainly one that ministers to the personal comfort of an employee."

Authoritative NRA bulletin boosts good coffee brewing techniques

One of the most complete, constructive and authoritative booklets on brewing in quantity has been published by the National Restaurant Association, in cooperation with The Coffee Brewing Institute.

Called "About Good Coffee", the eight-page booklet shows the correct steps to be followed in brewing urn and vacuum type coffees. It points up the importance of proper cleaning and maintenance of equipment, and reviews facts about the commodity, water, extraction, strength, grinds,

roasting and soluble solids.

Sections also cover preparation of iced coffee and exotic coffee drinks.

Copies are available to the coffee trade at \$5.00 per 100 from The Coffee Brewing Institute, 551 Fifth Avenue, New York 17, N. Y.

Uses coffee as key to building business

I've built my business around coffee, and it's the one key item on my menu that keeps my customers coming back even though several new drive-ins in my area offer increased competition."

So says John F. Reed, owner of the Dutch Pantry Drive-In and Dairy Bar, Dayton, Ohio.

"The first cup of coffee sells for 10¢ and refills are 5¢, and we're pushing all the time for that second cup business," Mr. Reed explains. "In less than two years since we remodeled, we've sold considerably more than 200,000 cups of coffee."

This is the gist of an interview with Mr. Reed during his visit to the Hill-Shaw Co., Chicago, makers of the Vaculator Automatic Coffee Brewing System used by Mr. Reed since his opening.

Mr. Reed reported that in the two years there has never been a breakdown or service call on the coffeemaker, and that the completely automatic brewing of this Vaculator has made it a key piece in keeping old customers happy and attracting new patrons so his business could show a steady growth.

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Marketing

advertising . . . merchandising . . . promotion

U. S. housewives bought 2.2% more coffee in 1956; sales of regular down, instant up

United States housewives bought 2.2% more pounds of coffee in 1957 than they did in 1956, the Pan-American Coffee Bureau reports.

Purchases of regular coffee in vacuum cans and bags, while declining 1.6% during the year, accounted for 80% of the total physical volume of coffee bought in households. The remaining 20% was instant coffee.

Instant coffee sales increased almost 21% over 1956, when instant represented only 17% of total volume, according to the findings of a continuing survey made for PACB by Market Research Corp. of America.

Purchases by households amounted to 1.6 billion pounds of roasted coffee. Total poundage is computed on the basis of one pound of instant equaling three pounds of regular, PACB said.

During 1957, coffee was bought by 98% of all U. S. households. The average family consumed just under 33 pounds, virtually the same as in 1956.

Family expenditures for coffee decreased slightly, however, as the average price for regular coffee, in bags and cans, was 92.2¢ per pound, compared with 93.7¢ in 1956.

Instant coffee prices averaged 45.3¢ per two-ounce equivalent jar in 1957, down 49.5¢ in 1956, according to the survey.

On a regional basis, instant coffee was most popular in the Northeast, accounting for 27% of the physical volume of household coffee purchases. In the South, it amounted to 20%; in the North-Central states, 18%; and in the Western states, 12%. The largest gain over 1956 was in the Western states, the Bureau said.

The total of regular roasted coffee purchased by housewives in 1957 was 1,306,200,000 lbs., compared with 1,327,100,000 the year before.

Instant coffee purchases by households, in two ounce equivalent units, were 868,800,000 in 1957 and 720,000,000 in 1956.

Joseph Atha named president, Russell Atha board chairman, of Folger, Kansas City

Joseph S. Atha, formerly vice president and treasurer, has been elected president of J. A. Folger & Co., Kansas City, Missouri.

Former president Russell E. Atha was named chairman of the board, a newly created company position. He had held the office of president since 1937.

Vice president C. R. Johnson was made vice president and treasurer, and J. A. Folger was reelected vice president. Russell E. Atha, Jr. was elected a vice president and J. L. Johnson was elected to the position of assistant treasurer.

Other appointments announced were the reelection of L. K. Cummings as company secretary and Linton Bagley as assistant secretary.

MARCH, 1958

J. A. Folger & Co., Kansas City, is one of the nation's leading coffee roasters, marketing both regular and instant coffee in a territory ranging from the Rocky Mountain area to the Ohio Valley and from the Canadian Border to the Gulf. The company is said to be the number one coffee seller in its territory.

Old Judge Coffee marks 100th anniversary with special Sunday newspaper supplement

The Old Judge Coffee Co., St. Louis, Mo., is celebrating its 100th anniversary this year.

A special Sunday supplement in the St. Louis Globe-Democrat was planned to announce the anniversary to the public, according to Edmund Koch, manager of the green coffee department.

The rotogravure section will show the founding and progress of the company during its century of existence.

Friends of the company are participating in the special section with congratulatory ads.

50th year of Ehlers Grade "A" Coffee marked by ten-cent "off" promotion

Albert Ehlers, Inc., packers of Ehlers Grade "A" coffee, started 1958 with a special celebration marking the 50th anniversary of the brand. Highlight of the observance is a limited-time offer of ten cents off the regular price of every one-pound can.

This golden anniversary offer is carried to consumers by a golden band around the base and on the cover of the vacuum-pack can manufactured and lithographed by the American Can Co. A corrugated reshipper carton also has been specifically designed to carry out the theme.

Ehlers is using radio, television, newspaper and other media promotion in its market area on a broad scale during the period of the offer.

The Brooklyn, N. Y., company first started packing its Grade "A" brand in cardboard boxes with paper liners in 1908. The company switched to the old slip-cover can in 1914. The vacuum-pack can has been used by Ehlers since 1929.

Sales department changes announced by King Coffee

William Preston assistant sales development director at King Coffee, Inc., Detroit.

King Coffee serves restaurants, institutions, industrial caterers and vending machine operators in Michigan and Ohio.

Charles S. Litt, executive vice president, also announced the appointment of three men as sales representatives. They are Billy Ray Crane, for the Flint area; Thomas Pavloff, for the Detroit area; and William R. Peterson, also for the Detroit area.

Carl Hull elected v.p. of R. C. Williams

Carl F. Hull, vice president and general manager of the Old Judge Coffee Co., St. Louis, has been elected a vice president of R. C. Williams & Co., Inc.

Mr. Hull is also a director of R. C. Williams & Co.

He will continue in St. Louis as general manager of the Old Judge Coffee Co.

YOURS for the asking

The booklets listed below contain specialized, detailed information on various subjects. This literature is yours for the asking. Merely fill out the coupon and mail.

1—COFFEE EQUIPMENT

A comprehensive, 42-page booklet, this catalog of coffee equipment has information, specifications and illustrations on coffee urns, urn batteries, gridded risers, coffee carriers, iced tea urns and decanters, plug-in coffee stations, and equipment parts and accessories. Cecilware-Commodore Products Corp., 199 Lafayette Street, New York 12, N. Y.

2—SOLUBLE PROCESSING

This profusely illustrated 24-page brochure describes Turba-Film Processors, the percolator units used in some of the recently built instant coffee plants. Percolating is the step ahead of spray drying in the manufacture of soluble coffee. Process Equipment Division, Rodney Hunt Machine Co., 117 Vale Street, Orange, Mass.

3—MODERN FILLING MACHINES

This illustrated, four-page folder describes various kinds of filling machines developed for today's packaging requirements. Among the machines are universal fillers, automatic sugar feeds, automatic duplex units, automatic tight wrappers and others. Stokes and Smith Co., 4900 Summerdale Ave., Philadelphia 24.

4—COFFEE BINS

This bulletin is a fact sheet on Burns True-Flow Bins. It describes the use of the bins in the plant operation, and tells about the features of the bins, and various sizes. It makes clear why True-Flow Bins overcome particle separation in ground coffee. Also described are coffee cars, for bean coffee and the ground product. Jabez Burns and Sons, Inc., 600 West 43rd Street, New York 36, N. Y.

5—NEW COFFEE ROASTER

An illustrated folder describes a new coffee roaster, B. F. Gump Co.'s Ray-Nox. The folder tells about the method of roasting used in the Ray-Nox Roaster, and other features of operation and construction, including recording thermometers and controls. B. F. Gump Co., 1325 S. Cicero Avenue, Chicago 50, Ill.

SPICE MILL PUBLISHING CO. 108 Water St., New York 5, N. Y.

Please send me the booklets whose numbers I have checked:

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Third generation of Fields heads

Brownell & Field, Providence, R. I.

Russell W. Field, Jr., has been named president of the Brownell & Field Co., Providence, R. I., packers of Autocrat Coffee & Tea.

He is the third generation of Fields in that post.

Mrs. Flora B. Grout, the former Mrs. Russell W. Field, president of the company since 1945, was moved up to chairman of the board.

As president, she succeeded Russell W. Field, Sr., who in turn succeeded the founder of the company, Frank O. Field.

Russell W. Field, Jr., was a member of the board of directors since 1947 and assistant secretary of the company since 1948. He came to the company directly after his discharge from the Air Force in 1945.

Richard M. Field, also a member of the board of directors since 1947, and assistant treasurer of the company since 1948, was elected to the post of vice president and treasurer. He joined the company in 1946.

Rowland H. Wilson, vice president and general manager for the past ten years, has resigned these offices but will continue in the employ of the company.

The company was incorporated in 1895 and has produced Autocrat Coffee and Tea continuously since that time.

Coffee Bureau gets safety award

The Pan-American Coffee Bureau has been given the award of honor for distinguished service in safety by the Province of Quebec Safety League.

The award was presented at the group's 35th annual meeting and dinner, held in Montreal, and was accepted for PACB by C. G. Coburn, director of public relations.

spotlight on brewing

(Continued from page 17)

this case is that it is also properly prepared. He can achieve market expansion by increasing the total market and by taking business from his competitors. A sound roaster marketing program will attempt to accomplish both.

Now, just what is it that persuades a consumer to buy a product a second time? Only memory of a pleasant experience after the first purchase. How can this second trial be developed into a third, a fourth, and so on until the loyal consumer whom you all respect and admire evolves? A lot of reasons can be given, and you all have heard them many times, but we at the Institute believe that so far as coffee is concerned, the foremost reason is the flavor of the beverage in the cup.

I cannot repeat too many times or stress too strongly that the beverage must be prepared properly. This factor of flavor in the cup is the predominant motivating force behind repeat purchases of any brand. It is a factor that marketing people have lost sight of, or have neglected to capitalize on to the fullest extent.

What good does it do you, the roaster, to expend time, money, and energy developing a fine blend, expertly roasted, properly and uniformly ground, if someone is going to spoil it by improper preparation?

From the moment it does leave your plant, its success or failure and the effectiveness of your effort, time and

money are in the hands of the gods—your customers who for the most part are good, earnest individuals looking for one thing and one thing only—satisfaction. If they do not get it, it is not entirely their fault. They simply have not been told *how* to get it out of your product.

Guidance and an intensive educational program are essential—simple, direct and effective directions that can spell the difference between something that is really good and the bitter and anemic liquid that in all too many instances is beverage in name only. This situation is not fair to the consumer and most certainly is not good for the coffee industry.

Let me bring out another point we have learned, and which I am sure you have thought about many times. At 64 cups to the pound, your brand cannot taste as good as it should, nor does it taste much different from other brands. Why? Because it has obviously been water stretched, and because nine chances out of ten it has been over-extracted by over-cooking. Both of these practices have combined to dilute and dissipate aroma and the truly good flavor elements of your blend as well as to rob it of true body and desirable strength.

Vulnerable to competition

I wonder if it has *ever* occurred to you that anyone marketing a cheap, low-grade coffee has a competitive edge by encouraging consumers to over-extract. This technique literally serves to hide the imperfections of his product. By neglecting to give your customers brewing guidance, by passively accepting a situation that is obviously against your best interests and the interests of the entire industry, you are placing your product on the same low competitive level. If you allow your fine blend to be over-extracted and over-

cooked, it will taste bitter, have no aroma and no body. The cheap blend will taste no worse nor will it be less acceptable than the beverage prepared from yours. The basis of good beverage comparison has been erased. Bad brewing hurts you. Bad brewing works for the advantage of the cheap brand. This can hardly come under the heading of good, sound marketing practice.

And the solution?

You all know that this problem is the very reason for the existence of the Institute.

What has CBI done—what are we doing—what can we do—about finding a solution to this problem? Since both our budget and personnel are small in size, perhaps the most important question right now is how can we help you and your marketing groups spend your dollars to the best advantage not only for your individual products but also for the general good of our great industry.

We have tried to define by every conceivable approach the characteristics of a highly acceptable, flavorful beverage and from this definition to work out brewing methods that will produce it.

Our present definition of fine beverage is summarized graphically in our quality control brewing chart with which you all are familiar. It tells us how much should be extracted from the grounds and how much water should be used in making the extraction. With the simple chemical analysis used, we have learned a great deal about the behavior of different grinds, different waters, and different types of equipment. We have learned how coffee and water should be mixed, how long they should be together, and how they should be separated.

All of this work was essential in the development of the

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—
AMERICAN FACTORS, LIMITED

KONA, ISLAND OF HAWAII

U. S. A.

INQUIRIES INVITED

"Mark my word"

By MARK HALL



communicate

This is an age of communication. The moon is a long ways off, but in this age of high-power fuel, we'll communicate with it. The young lover, even if tongue-tied, can find other ways to communicate, and usually does.

The coffee man, too, needs to communicate—with his employees. He doesn't need high-power fuels. All he has to do is get down off the throne and put the crown in the archives.

Your men know the English language, so talk simply, frankly and honestly with them. Tell them exactly what is on your mind. If you withhold something because you think it will weaken them, you are fooling no one. It is better for them to have the truth from you than to guess it.

There are several implements through which you can do this—house organs, letters, reading racks with your messages, and personal contacts.

However, they are just the pipelines. Here is the real thing to consider. What kind of an individual are you? What is on your mind? Are you really interested in the welfare of your employees?

Believe it or not, we all live in glass houses. If you try to hide anything, you'll have to do it behind the eight-ball.

You have to create an atmosphere in which your communications will be favorably received, will be understood and will become effective.

Don't look down at your men, nor expect them to look up to you. Look straight ahead.

Remember, the man who works for you has a healthy respect for the one who was smart enough to be the boss. You don't have to throw your weight around to get that respect. Simplicity, directness, honesty and understanding will hold it.

Communicate.

brewing instructions which were mentioned earlier as basic to our own educational program and to the Pan-American Coffee Burcau's promotion. We have not stopped experimenting, because there is still a great deal we must know to make our understanding of the brewing process more complete. As soon as we can, we make the facts available to you, because you can use them.

Just what has this to do with the marketing of your product? Simply this. Our research, our educational and promotional activity and our field service have good sound information and methods which, if used by your marketing groups with imagination and initiative, will profitably and

effectively sell your brand and your commodity. It will assist in changing the brewing habits of the consumer in such a way that more good coffee will be sold, more cups will be consumed and stronger loyalties to the better brands will be developed.

Getting such information and methods into circulation has been one of the Institute's prime functions. "We've used the conventional methods in the form of pamphlets, booklets, news releases, magazine pieces and film. Radio, television, and public demonstrations have been employed whenever and wherever possible. We have also added a few new wrinkles that have become extremely important aspects of our operation, notably the field staff.

Liaison with roasters

These men have established a personal liaison with the roaster community and its customers that has been highly effective.

These are the men who are plugging the brewing story. They stand ready and willing to help you. In fact, they are in a position to place all the resources of The Coffee Brewing Institute at your disposal.

They are equipped to furnish you with specific proper brewing instructions for any type of package and all brewing methods, ranging from the old fashioned coffee pot to the most modern vending machine. They can help you train your sales force, set up a quality control program for your operation, analyze brewing practices as well as evaluate brewing equipment and recommend modifications.

They solve brewing problems right on the firing line—

out with your customers. They demonstrate and explain. In every instance where roasters have used our assistance to upgrade the brew, increased sales of coffee have resulted, since in almost every case the over-extracted, bitter, watered brew was eliminated.

"About Good Coffee," the bulletin of the National Restaurant Association, is graphic evidence of their desire to cooperate fully with our industry by serving fine beverage coffee.

Turning to the home field, a recent issue of Consumer Reports has an extensive study of automatic home brewing devices. Here is an example of The Coffee Brewing Institute's objective approach and how the techniques developed can be applied. As you know, a good brewing device is essential to a good beverage coffee. Such studies as these, and I am sure there will be many more, are important to our industry.

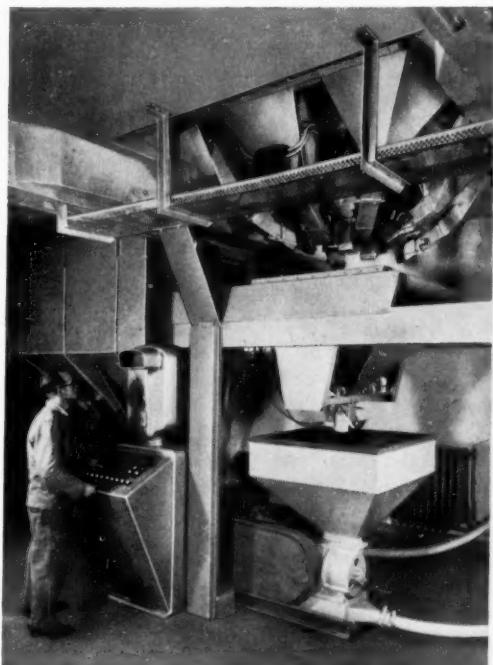
The industry has available today all of the tools necessary for a sound marketing program, a program which emphasizes what the customer desires—a cup of good coffee. The marketing spotlight is focused on brewing.

needed: a positive approach

(Continued from page 16)

the United States at food stores, gasoline stations, department stores, amusement centers, and all the other places where people in this country can spend money for things they need or want.

Every state in the Union does business with the 14



500 lb. batches automatically weighed and delivered to your continuous or batch roasters, at any rate up to 13,000 lbs/hour.

Each batch can be assembled from up to 12 different coffees, with a guaranteed accuracy of 0.5%.

If desired, each roaster can call for its own different blend.

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Latin American coffee producing countries. In the Bureau's recently published Inter-American Trade Report, 1,041 cities and towns reported direct sales to these countries.

This country's world trade has increased six times since 1936—but its trade with the coffee producing countries to the south has increased ten times—an increase that would have been inconceivable without coffee.

This trade, to which coffee has contributed so importantly, has meant jobs, incomes and a better life to hundreds of thousands of United States citizens, and to millions of people throughout Latin America. That is why we say that coffee and the coffee industry is more important to the prosperity and progress of the Western Hemisphere than many of its members realize.

Why?

The industry—the United States industry—buys two-thirds of Latin America's coffee, both in volume and in value. In 1956, these purchases amounted to 18,500,000 bags, worth \$1.3 billion. Impressive as these figures may seem, when you relate them to potentials, they suggest that the industry is far less important than it can or should be.

Why?

Since 1949 the civilian population of the United States, ten years of age and over, has increased from 118,000,000 to 129,000,000—a growth of 9%.

The proportion of people in the ten-year-and-over age group who drink coffee regularly—at least one cup per day—has remained unchanged. Thus the total number of coffee drinkers is keeping pace with the population increase.

The number of cups consumed per person per day has increased very satisfactorily, too—from 2.38 to 2.82, or a gain of 18.5%, thanks primarily to the coffee-break. So far, so good . . .

But—and this may be a shocker to some of you—despite the fact that more people are drinking more cups of coffee per day, per capita consumption of green coffee in this country actually is down 12.5% since 1949, from 23.3 to 20.4 pounds.

Drop in consumption

The result, of course, has been a decline of nearly 5% in net civilian disappearance of green coffee in the United States.

So here are two apparent contradictions—a declining per capita consumption of coffee despite an increasing frequency of use, and a declining total consumption despite an increasing population. The major reason is obvious.

As an industry, we have sat on our hands while consumers have traded down our product. We have watched complacently as our customers have watered down their coffee from the rich, full flavored brew they made in 1949, when one pound made 46 cups, to the insipid brown water of today, which is made at the astonishing rate of 64 cups to the pound!

These figures represent the national average for coffee made in the home. They represent an increase of 39% in the number of cups prepared from a pound of ground coffee, or a decrease of 28% in the amount of coffee used per cup!

We're doing a wonderful job of selling water, just

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when authorities are beginning to express concern over a national water shortage.

Here is why this "stretching" of coffee is so serious. Home use of ground coffee is the most important single segment of the United States market. Of the 19,800,000 bags that went into civilian channels in 1956, better than 60% went into ground coffee for home use. Public eating places, institutions and offices took 24.5%, while about 15.5% was used by processors of soluble coffee.

Perhaps this is a simpler, more direct way of pointing up the significance of the feeble coffee we drink today.

There are approximately 2,000 beans in a pound of roasted coffee. When people made good, rich, full-flavored coffee at the rate of 46 cups to the pound, they used about 43 beans for each cup.

What will it mean?

Today, for the watery decoction that is made at the rate of 64 cups per pound, they use about 31 beans to the cup.

If those 12 missing beans seem unimpressive, multiply them by the 85 billion cups of regular coffee consumed each year in the homes of the United States. The result is 622,000,000 lbs., or 4,700,000 bags of green coffee—24% more than went into civilian channels in 1956.

What will it mean if we can increase just home use of regular coffee by 12 beans per cup—by 4,700,000 bags per year?

First, it will mean an increase of total imports to more than 25,000,000 bags.

Second, it will mean an increase of \$300,000,000 dollars in income to the 14 Latin American coffee-producing countries alone.

This, in turn, will mean an increase of nearly \$300,000,000 in United States exports to these countries; which in turn is the equivalent of 40,000 more jobs for American citizens, with a direct payroll of about \$200,000,000. That would be welcome in today's economy.

It will mean that the coffee industry will begin to assume the importance—and the usefulness—it can and should have in the lives of nations, and of people.

More volume

But the return of those 12 missing beans per cup will have real and tangible benefits to the coffee industry itself, and to those other industries associated with it.

For example, they will mean over 522,000,000 lbs. greater volume for roasters.

They will produce 311,000,000 more tons of freight to be transported by sea, by rail, by truck.

They will call for over 313,000,000 more vacuum cans, and nearly 209,000,000 more paper bags from container manufacturers.

They will mean a \$500,000,000 increase in coffee sales by retailers. And they will mean more business for banks which finance coffee, and for insurance companies which insure it.

But most important of all, and the one benefit that will pay increasing dividends to the entire coffee industry, is customer satisfaction—the sheer enjoyment, by coffee drinkers, once again, of good, rich, satisfying coffee.

Does all of this sound like pie in the sky? We don't believe it is. We think the addition of 12 beans to each cup of home-brewed coffee is an attainable and realistic objective—and here is what the Pan-American Coffee



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Bureau is going to do to realize it. . . .

The Bureau will concentrate all of its promotional efforts on restoring a good cup of coffee to the American home. Through May, one simple, direct advertisement will appear in six national magazines and eight Sunday supplements with a total circulation of more than 59,000,000.

Our trade advertising, our point-of-purchase material, our food publicity, will all be directed toward this same objective of putting those 12 missing beans back in the cups of coffee served in the homes of this country.

Roasters, too

But this isn't a job that one organization, by itself, can accomplish. The individual and collective help of every member of the industry—and of those associated companies that will share in the rewards—is needed and needed badly.

Such help already is being given. We refer to the American Can Co.'s fine commercial on 150 stations of the CBS television network, stressing proper brewing procedure. But once isn't enough.

Other container manufacturers can give comparable help—in their own self-interest—as can banks, steamship companies and all others who have a stake in coffee.

But the help we need most of all—the help we have every right and reason to expect—can best be given by the industry itself.

Much has been said, and much is expected, of an increase in funds provided by the producing countries to enable the Bureau to intensify its promotional campaign. But such an increase cannot attain its full effectiveness

unless the coffee trade of the United States re-assesses its marketing philosophy, its approach to its customers.

If we may, we'd like to suggest that roasters concern themselves less with competing among themselves, and more with competing against other beverages. It would help, as we are sure the majority will agree, if those roasters who now promote "more cups per pound," or "less coffee per cup" for their brands, would try to build up, rather than tear down, the total coffee market in the United States.

We'd like to suggest, too, that all roasters adopt a more positive and constructive attitude toward consumers. Instead of assuming that people are now making coffee at the strength they prefer, why not assume that they are receptive to a better cup of coffee?

Studies made by the Bureau, and the hundreds of demonstrations conducted by The Coffee Brewing Institute, show unmistakably that this is so. They show that the vast majority of people do not know how to brew coffee properly; that they are willing and eager to learn; and that, when they taste a well-made cup of coffee, they want to know how they, too, can make it.

So don't just sit back placidly and say, "My customers like weak coffee." Instead, be useful to your customers.

Give them the help they want in making a richer, better-tasting, more enjoyable cup of coffee.

Look to your marketing. Make it positive, not negative. Make it constructive and helpful. Render a service to your customers. Each and everyone of you will prosper with the industry if you help get those 12 missing beans back into the coffee cups of the American consumers.

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managing coffee salesman

(Continued from page 13)

men, but he competes against himself. In other words, let him compete against his last year's record.

MR. PULLEN: These contests are really not contests at all. They are quotas, aren't they?

MR. DURLAND: I had reference to a quota, yes, in that instance.

MR. PULLEN: What is the prize?

MR. DURLAND: Well, of course, I am sure many companies have many contests. This particular one, which we were staging, we were offering a lovely fur to the wife of the salesman who made his quota, because we found that the little woman at home can use that needle much more effectively than we can. That was the type of sales contest which we staged.

MR. PULLEN: What happens to the bachelors?

MR. DURLAND: Well, we give them furs, too. I imagine they can use them.

MR. PULLEN: I take it then that you believe that money can buy sales talent?

MR. DURLAND: Of course, that is true. We certainly believe in liberally compensating the salesmen.

MR. PULLEN: If you have the best talent you can outsell competition, is that correct?

MR. DURLAND: I think this and Don Cady said, first of all, you must have a quality product. You must price it competitively—but you still must have an outstanding sales organization to get the job done.

MR. PULLEN: Well, now, let us talk about management philosophy. We know that you not only made the following statement at one of your sales meetings, but you also allowed it to be printed. "If you help your employees to make their dreams come true, they will help you to make your dreams come true. Sometimes we make more money than we should and we forget too much about the dreams of other people, because we are concentrating too much on our own."

That is all very beautiful and obviously has been lifted from the works of Ralph Waldo Emerson or Frost. All of whom, I might add, were never financially successful—yet you transmit thoughts of this nature to men who do your selling. Why?

MR. DURLAND: You do a beautiful job, really, in twisting the facts. I never made that statement at a sales meeting. I made that statement to other groups, and I certainly subscribe to it, but I sincerely feel that 1958 is the year when this man that we call a salesman is going to be more important to my fellow roasters than at any other time in the modern history of the coffee business.

MR. PULLEN: You can sell any product, is that right, if you pay your salesmen enough money.

MR. DURLAND: Now you are twisting it again. I wasn't referring there to the financial reward, but I was referring to the fact that the only place I know of where success comes before work is in the dictionary. We are going to have to work harder than ever before in that respect, our men are going to have to work harder in 1958 than they ever worked before in the history—in the modern history—of the coffee business, and I believe that.

MR. PULLEN: To sell your products?

MR. DURLAND: To sell our products or to sell the



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products of any of my fellow roasters.

MR. PULLEN: You made the statement that you out-sold all the competition in your area, is that right?

MR. DURLAND: We do, we do outsell all of our competition in the principal area where we do business on coffee products.

MR. PULLEN: I understand that you have a chaplain on your staff. Is he a salesman?

MR. DURLAND: Well, yes, he is a salesman. He represents the greatest salesman the world has ever known. Our chaplain attends each of our sales meetings and he has the last ten minutes on each of our programs, and he is there, and for the last three or four years he has continually been preaching the golden rule of selling. I am convinced that we are better men and, I think, better salesmen because he has been with us. He is also available for other duties in counseling with our sales personnel, if they happen to have a personal problem of some kind.

I am sold on that industrial chaplaincy program. I think it will pay big dividends for any company.

merchandising instant coffee

(Continued from page 12)

came out with a statement not too long ago that instant coffees were made with Robustas beans in the grind. What can you tell me about this?

MR. CADY: This is a question I did not expect to get here. (Laughter). As long as we have it on the table—

I can't speak for any other company, I can speak for our company—I think I will have to answer you obliquely, Fred, not because I want to, but because it seems to be the best way to do it. I am sure the people who are in this room, who are interested in the development of the quality attributes of coffee, and I am sure everybody is, want that as processing innovations come into being, and as new processing methods and machinery are developed for soluble coffee, the end products should more closely reflect the fine quality of the bean that goes into the product than ever before, and this is especially true of solubles. In that situation, it is quite obvious that we cannot use inferior beans in our coffee. So to answer you this way: I would say that it puts a tremendous burden on Charlie Leister, our vice president in charge of purchasing.

MR. PULLEN: Are you refuting this article?

MR. CADY: I am refuting this article. I can't do it for the industry, I can only do it for our company. Charlie Leister is under continual pressure from us and our consumers, to be sure that with these new processing developments the end product has the quality attributes, and this means the use of quality flavor beans. I hope that answers your question. I know it is not a direct answer, but I did the best I could.

MR. PULLEN: Well, you have made a number of statements about profitless prosperity. What do you mean when you make a statement of this kind; are you referring to your competitors' coffee deals, or what?

MR. CADY: I am referring to a type of deal. You see, there is dealing, and there should be a market plan. We try to set up our objectives for each operation and each

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product of the company. It may be the acquisition of new customers; it may be to get store displays for our product; to meet a competitive threat in a market; to capitalize on a new innovation in our product, because we are certainly improving our products, and what we could do with one product today we could do twice as well with the improved product which will be available tomorrow. So we set up all kinds of deals—coupons, premiums, all facets of the promotional complex—I think this is what you want to talk about.

Now, our competitors may outprice us and at times they do, no question about it, when this continual dealing goes on and on and on and on, ad infinitum. So I believe we have got to sit down and take a hard look at this thing and decide whether we want to have a price cut or whether we want to just ignore it and forget it. This is what I mean by profitless prosperity. If the deal continues on indefinitely, it is just profitless.

Basis for dealing

MR. PULLEN: What do you think should be the basis for dealing?

MR. CADY: Well, I think I spelled it out. You should have an objective, a plan. For instance, we put out some deals which do not cost us any money. We have delivered to the American consumer millions of Silex coffee-makers.

MR. PULLEN: You charge for it?

MR. CADY: Oh, yes, we charge for it. We think this is upgrading both the product and the instant coffee industry. It is helping the industry; it is helping the consumer to make a better cup of instant coffee than she could just using any old utensil. She is paying for it, and the coffee-makers are self-liquidating. This is a deal, too.

MR. PULLEN: Somebody could knock you out, couldn't they, if they came out with a coffee that was less in price and probably less in quality? They might be able to knock you out of the picture.

Not twice

MR. CADY: I don't think there is enough advertising and promotion money in the world to sell a bad product twice. I just don't think it is a sound business proposition. The only basis for good advertising and good marketing expenditures is when you are sure you have a product that is good enough to bring back the consumer, so that means you have to have quality. I think this is what the industry should strive for, a quality product that will bring the consumer back for more.

MR. PULLEN: I would like to talk about one more thing, about Decaf Coffee and getting it to market. How easy would it be to get Instant Decaf to the market?

MR. CADY: Well, I tell you, before we started rolling the dice with the money involved in that one, we made an awful lot of study and gave an awful lot of thought to it, because there was one product in the field which had dominated it for a good many years. We felt it was a good idea to provide a little competition, and we thought we could, and we came out with a product to do it with.

People can go in business and should go in business with new products, but they should look very carefully at what the other fellow is putting in their market in the

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way of advertising and promotional money, because if they don't have the money and the means to pay the tariff, then they are going to spend what they have and waste it, because this business is not one where you can go in and go out and not keep the pressure on your product.

MR. PULLEN: What is the percentage of Decaf in the soluble market?

MR. CADY: The Decaf market, the decaffeinated market today, is about 12% of the total solubles. To turn that around into numbers, that is about \$46,000,000. This is a nice business, and it makes me think of a story from about 25 years ago. I can remember the skepticism with which people viewed the fact that Lever Bros. was going into the vegetable shortening business. The market was dominated completely by Proctor and Gamble's Crisco. Proctor and Gamble's Crisco did \$14,000,000 worth of business, if my recollection is correct, and everybody said another brand was going to split the market. After the first year introduction of Lever Bros.' Spry, the market was \$21,000,000—of which they had five, and Proctor and Gamble had added another \$2,000,000. So I believe there is no area of marketing, with a good product, with a good sound merchandising policy, no matter what the competition is, that you can't penetrate. But it may cost you a lot of money.

MR. PULLEN: But you do see a growing field in this, obviously?

MR. CADY: We do.

the new marketing concept—and coffee

(Continued from page 11)

most economic methods of distribution, the most efficient deployment of the sales force, and the strengths and weaknesses of competitors in the same markets.

There are other questions, too, that should be examined.
Are you investing enough in market research?
Are your salesmen doing an efficient job?

Is management keeping close enough to the sales organization and its problems?

Can you improve your sales growth?

How are your public relations with the retail outlets and with consumers?

Are you investing your advertising funds to fight your competitor or to increase consumption of your brand?

Is your package a fresh, attractive part of your selling presentation?

In this whole idea of changing marketing concepts and marketing techniques, there is no suggestion that changes should be made merely for the sake of change. Rather, it is really the revolution in the American consumer's way of life that dictates the demand for changes in the methods we use to sell him our commodity.

Just as an example, consider what has happened to vending machines. According to the National Automatic Merchandising Association, an estimated \$135,000,000 worth of coffee and other hot beverages were vended from 70,000 vending machines during 1957. As a point of comparison, take the growth of one of the country's largest coffee venders—a member, incidentally—of this association. In 1947, their sales were \$1,000,000. In 1956, they were \$25,000,000. Although machine-vending of all types of goods has continued to soar impressively since 1950, hot coffee vending has outstripped them all in its rate of growth.

The coffee industry of today is an intensively competitive business. Its members compete vigorously among themselves as well as with other beverages. This, of course, is as it should be, so long as the ethics of fair competition are observed and cut-throat practices disdained.

But there should always be, even among the keenest of competitors, such considerations as the common good of the industry at large. If a man comes into my market, for instance, with a product that is comparable to mine

(Continued on page 64)

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Ship sailings

A SUMMARY OF INWARD-BOUND SCHEDULES ON THE COFFEE AND TEA BERTHS

Ports and dates are subject to change, should exigencies require. Moreover, lines may schedule sailings not shown in this schedule.

Abbreviations for lines

Abl Trans Car—Ahlmann Trans Caribbean Line
Alcoa—Alcoa Steamship Co.
Am-Exp—American Export Lines
Am-Pres—American President Lines
Arg-State—Argentine State Line
Am-W Afr—American-West African Line
B-Afr—Belgian African Line
Barb-Wn—Barber-Wilhelmsen Line
Barb-Frn—Barber-Fern Line
Barb-W Afr—Barber-West African Line
Bl-Dia—Black Diamond Steamship Co.
Brodin—Brodin Line
Col—Columbus Line
Cunard—Brocklebanks' Cunard Service
Delta—Delta Line
Dodero—Dodero Lines
Dreyfus—Dreyfus Lines
Ell-Buck—Ellerman & Bucknell S.S. Co.
Farrell—Farrell Lines
Grace—Grace Line
Granco—Transportadora Granco Colombiana, Ltda.
Gulf—Gulf & South American Steamship Co., Inc.

Hellenic—Hellenic Lines Ltd.
Hol-Int—Holland-Interamerica Line
Independence—Independence Line
Isthmian—Isthmian Lines, Inc.
JaiPac—Java-Pacific Line
Lamp-Ho—Lampert & Holt Line, Ltd.
Lloyd—Lloyd Brasileiro
Lykes—Lykes Lines
Maersk—Maersk Line
Mam—Mameric Line
Mormac—Moore-McCormack Lines, Inc.
Nedlloyd—Nedlloyd Line
Nopal—Northern Pan-American Line
Norton—Norton Line
PAB—Pacific Argentine Brazil Line
PacFar—Pacific Far East Line, Inc.
PacTrans—Pacific Transport Lines, Inc.
Pioneer—American Pioneer Line
Prince—Prince Line, Ltd.
PTL—Pacific Transport Lines, Inc.
R Netb—Royal Netherland Steamship Co.
Robin—Robin Line
Royal Inter—Royal Intercean Lines
SCross—Southern Cross Line
Sprague—Sprague Steamship Line
Swed-Am—Swedish American Line
Torm—Torm Lines
UFruit—United Fruit Co.
Wes-Lar—Westfal Larsen Co. Line
Yamashita—Yamashita Line

Abbreviations for ports

Al—Atlantic ports
Ba—Baltimore
Bo—Boston
CC—Corpus Christi
Cb—Chicago
Cbsn—Charleston
Cl—Cleveland
De—Detroit
Ga—Galveston
Gj—Gulf ports
Ha—Halifax
Ho—Houston
HR—Hampton Roads
Jx—Jacksonville
LA—Los Angeles
Ml—Montreal
Mo—Mobile
NO—New Orleans
NY—New York
Nj—Norfolk
NN—Newport News
Pa—Philadelphia
Po—Portland
PS—Puget Sound
Sa—Savannah
SD—San Diego
SF—San Francisco
Se—Seattle
St Jo—Saint John
Ta—Tacoma
Va—Vancouver

COFFEE BERTHS

SAILS SHIP LINE DUE

ABIDJAN

3/10	Del Valle	Delta	NO3/27
3/24	Afr Pilot	Farrell	USA4/8
3/28	Del Campo	Delta	NO4/14
4/18	Del Monte	Delta	NO5/5
5/9	Del Sol	Delta	NO5/26
5/20	Del Valle	Delta	NO6/16

SAILS SHIP LINE DUE

3/26	Jersbek	UFruit	NO4/6
3/27	Flottbek	Granco	NY4/3
4/1	Trolleggen	UFruit	NY4/11
4/8	Marna	UFruit	NO4/19

BARRIOS

3/10	Agnete Torm	Granco	NY3/26
3/12	Falkental	Granco	NO3/16 NO3/21
3/16	Byfjord	UFruit	NY3/23
3/16	Candida	UFruit	NO3/23
3/19	Flottbek	Granco	NY4/3
3/20	Beate Bolten	Granco	NO3/24 NO3/28
3/22	Leon	UFruit	NO3/26 NO3/28
3/24	Lovland	UFruit	NY3/21
3/28	Olav Bjark	Granco	NO4/2 NO4/6
3/30	Copan	UFruit	NY4/6
3/30	Lepa	UFruit	NO4/3 NO4/5
4/5	Elsie Winck	UFruit	NY4/11
4/6	Candida	UFruit	NO4/10 NO4/14
4/12	Byfjord	UFruit	NY4/18
4/13	Leon	UFruit	NO4/16 NO4/18

ACAJUTLA

3/11	Lily Nielsen	UFruit	Cr3/18 NO3/25 NO3/28
3/31	Choluloteca	UFruit	Cr4/5 NY4/13

AMAPALA

4/2	Choluloteca	UFruit	Cr4/5 NY4/13
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ANGRA DOS REIS

3/14	Evanger	Wes-Lar	LA4/7 SF4/9 Po4/6 Se4/18 Va4/20
4/9	Nordanger	Wes-Lar	LA5/4 SF5/6 Po5/13 Se5/15 Va5/17

BUENAVENTURA

3/11	Santa Cecilia	Grace	NY3/18
3/13	Cd. de Tunja	Granco	NY3/22
3/16	Cd. de Neiva	Granco	NO3/24 NO3/27
3/18	Santa Maria	Grace	NY3/25
3/18	Banker	Gulf	NO3/28 NO3/31
3/20	Cd. de Medellin	Granco	NY3/30
3/25	Cd. de Manizales	Granco	NO4/4 NO4/6
3/27	Santa Maita	Grace	LA4/12 SF4/13 PS4/14
3/27	Rep del Ecuador	Granco	LA4/11 SF4/14 Va4/25

BARRANQUILLA

3/11	Kirsten Torm	Granco	NY3/22
3/11	Marna	UFruit	NO3/25
3/12	Cath. Sartori	UFruit	NY3/26
3/12	Falkental	Granco	NO3/16 NO3/21
3/18	Christiane	UFruit	NY3/28
3/19	Agnete Torm	UFruit	NY3/26
3/22	Olav Bjark	UFruit	NO4/2 NO4/6
3/26	Elsie Winck	Granco	NO4/2 NO4/6

CALLAO

3/11 Cd. de Neiva Granco Ho3/24 N03/27
 3/14 Cd. de Medellin Granco NY3/30
 3/18 Cd. de Manizales Granco Ho4/4 N04/6

CARTAGENA

3/14 Beate Bolten Granco Ho3/24 N03/28
 3/16 Agneta Torn Granco NY3/26
 3/23 Olav Bjarke Granco Ho4/2 N04/6
 3/25 Flotbek Granco NY4/3

CORTES

3/11 Byfjord UFRuit NY3/23
 3/13 Candida UFRuit N03/23
 3/19 Lovland UFRuit NY3/31
 3/19 Leon UFRuit Ho3/26 N03/29
 3/25 Copan UFRuit NY4/6
 3/27 Lempa UFRuit Ho4/3 N04/5
 3/31 Elsie Winck UFRuit NY4/11
 4/3 Candida UFRuit Ho4/10 N04/14
 4/7 Byfjord UFRuit NY4/18
 4/9 Leon UFRuit Ho4/16 N04/18

CRISTOBAL

3/18 Marna UFRuit N03/25
 3/20 Lily Nielsen UFRuit Ho3/26 N03/29
 4/1 Jersbek UFRuit N04/6
 4/6 Choluteca UFRuit N04/13
 4/14 Marna UFRuit N04/19

DAR es SALAAM

3/18 Afr Planet Farrell NY4/16
 4/22 Elizabeth Lykes Gulf5/30
 4/23 Afr Lightning Farrell NY5/23
 5/19 Afr Dawn Farrell NY6/17

EL SALVADOR

3/14 Santa Cruz Grace LA3/24 SF3/27 PS4/3
 3/23 G. Ferraris Italian LA3/30 SF4/1 Va4/5 Se4/9 Po4/13
 4/3 Santa Malta Grace LA4/12 SF4/13 PS4/14
 4/7 Cavalier La Salle French LA4/17 SF4/20 Va4/24 Se4/27 Po4/28

GUATEMALA

3/16 Santa Cruz Grace LA3/24 SF3/27 PS4/3
 3/24 G. Ferraris Italian LA3/30 SF4/1 Va4/5 Se4/9 Po4/13
 4/5 Santa Malta Grace YA4/12 SF4/13 PS4/14
 4/11 Cavalier La Salle French LA4/17 SF4/20 Va4/24 Se4/27 Po4/28

GUAYAQUIL

3/11 Cd. de Tunja Granco NY3/22
 3/14 Cd. de Neiva Granco Ho3/24 N03/27
 3/17 Cd. de Medellin Granco NY3/30
 3/22 Cd. de Manizales Granco Ho4/4 N04/6
 3/22 Rep. del Ecuador Granco LA4/11 SF4/14 Va4/25

LA GUAIRA

3/10 Rio de La Plata Arg-State NY3/15
 3/24 Rio Jachal Arg-State NY3/29
 4/28 Rio de La Plata Arg-State NY5/3
 5/12 Rio Jachal Arg-State NY5/17

LA LIBERTAD

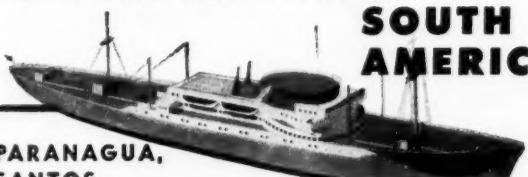
3/13 Lily Nielsen UFRuit Cr3/18 Ho3/25 N03/28
 3/30 Choluteca UFRuit Cr4/5 NY4/13

LA UNION

3/15 Lily Nielsen UFRuit Cr3/18 Ho3/25 N03/28
 3/29 Choluteca UFRuit Cr4/5 NY4/13

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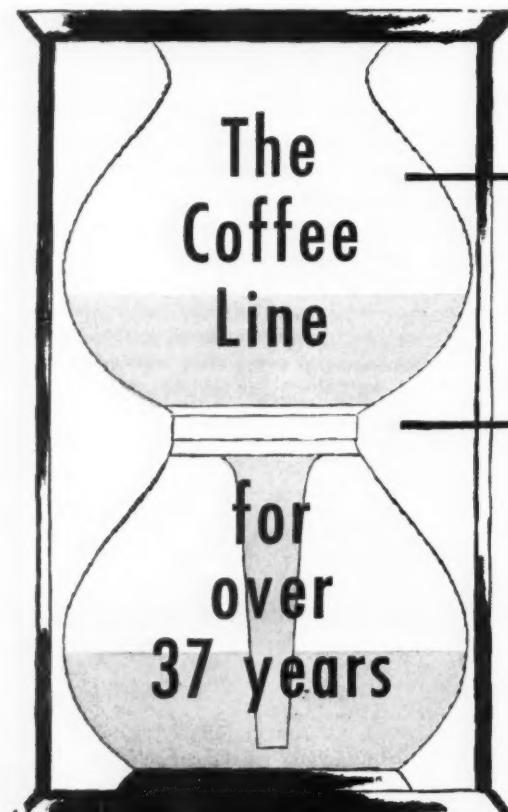
RIO DE JANEIRO: DELTA LINE, INC.
Rua Visconde Inhemaua 134

SANTOS: DELTA LINE, INC.
Rua 15 de Novembro 176-178

AGENTS: ABIDJAN & DOUALA
Union Maritime et Commerciale

LUANDA & LOINTO
Sociedade Luso-Americana, Ltda.

MATADI
Nieuwe Afrikaansche Handels Vennootschap



SAILS SHIP LINE DUE

LIMON

3/15	Marna	UFruit	NO3/25
3/16	Cath. Sartori	UFruit	NY3/16
3/21	Christiane	UFruit	NY3/28
3/30	Jersbek	UFruit	NO4/6
3/30	Paula Dan	UFruit	NY4/6
4/4	Trollengeten	UFruit	NY4/11
4/12	Marna	UFruit	NO4/19

LOBITO

3/15	Afr Pilot	Farell	NY4/8
3/22	Afr Pilgrim	Farell	NY4/20
4/1	Lubilash	B-Afr	NY4/23
4/8	Afr Grove	Farell	NY5/4
4/13	Lukala	B-Afr	NY5/4
4/18	Afr Patriot	Farell	NY5/17

LUANDA

3/11	Afr Pilot	Farell	NY4/8
3/18	Afr Pilgrim	Farell	NY4/20
3/20	Del Campo	Delta	NO4/14
3/25	Lubilash	B-Afr	NY4/23
4/4	Afr Grove	Farell	NY5/4
4/5	Del Monte	Delta	NO5/5
4/5	Lukala	B-Afr	NY5/4
4/14	Afr Patriot	Farell	NY5/17
4/26	Del Sol	Delta	NO5/26
5/17	Del Valle	Delta	NO6/16

MATADI

3/12	Vinit	B-Afr	NY3/20
3/15	Afr Pilot	Farell	NY4/8
3/15	Afr Pilgrim	Farell	NY4/20
3/18	Del Campo	Delta	NO4/14
4/2	Del Monte	Delta	NO5/5
4/10	Afr Grove	Farell	NY5/4
4/11	Afr Patriot	Farell	NY5/17
4/23	Del Sol	Delta	NO5/26

MOMBASA

4/13	Afr Lightning	Farell	NY5/23
5/1	Elizabeth	Lykes	Gulf5/30
5/9	Afr Dawn	Farell	NY6/17

NICARAGUA

3/10	Santa Cruz	Grace	LA3/24 SF3/27 PS4/3
3/31	Santa Malta	Grace	LA5/12 SF4/13 PA4/14

PARANAGUA

3/11	Evanger	Wes-Lar	LA4/7 SF4/9 Po4/16 Se4/18 Va4/20
3/12	Mormachawk	Mormac	Jx3/31 Ba4/4 Pa4/6 NY4/7 Bo4/10 Mi4/14
3/12	Panama	Lloyd	NY4/2
3/18	Mormadove	Mormac	NY4/7 Bo4/10 Pa4/12 Ba4/14
3/18	Akkrumdyk	Hol-Int	NY4/6 Bo4/8 Pa4/10 Ba4/11 HR4/12
3/19	Mormacgulf	Mormac	LA4/22 SF4/24 Va4/28 Se5/5 Po5/8
3/19	Paranagua	Brodin	Ba4/6 NY4/8 Pa4/10 Bo4/12 Mi4/16
3/21	Colombia	Lloyd	NO4/11 Ho4/17
3/22	Del Viento	Delta	NO4/13
3/22	Brazil	Lloyd	NY4/13
3/24	Dorotea	Norton	NY4/15 Bo4/18 Pa4/20 Ba4/22
3/24	Mormacowl	Mormac	NY4/13 Bo4/16 Pa4/18 Ba4/20 Nf4/21
3/26	Nordglimt	Nopal	NO4/11 Ho4/14
3/31	Mormacsea	Mormac	Jx4/17 Ba4/21 Pa4/23 NY4/24 Bo4/27 Mi5/1
4/1	Axeldyk	Hol-Int	NY4/20 Bo4/22 Pa4/24 Ba4/25 HR4/26
4/1	Mormacsurf	Mormac	LA5/6 SF5/8 Va5/12 Se5/19 Po5/22
4/2	Mexico	Lloyd	NY4/23
4/2	Nordanger	Wes-Lar	LA5/4 SF5/6 Po5/13 Se5/15 Va5/17
4/7	Mormactea	Mormac	NY4/26 Bo4/26 Ba4/29 Pa5/1 Ba5/3 NW5/4
4/10	Trader	Nopal	NO4/27 Ho4/30
4/12	Chile	Lloyd	NY5/3
4/13	Mormacsaga	Mormac	Jx5/2 NY5/6 Bo5/9 Pa5/10 Ba5/12
4/19	Del Mundo	Delta	NO5/9
4/20	Mormacyork	Mormac	Ba5/10 Pa5/12 NY5/13 Be5/16 Mi5/20
4/22	Argentina	Lloyd	NY5/13
4/26	Del Rio	Delta	NO5/18
5/10	Del Norte	Delta	NO6/1

MARCH, 1958

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Houston—Biehl & Co., Cotton Exchange Bldg.

Chicago—F. C. MacFarlane, 2520 Bankers Bldg.

Detroit—F. C. MacFarlane, 945 Free Press Bldg.

Santos/Rio—Agencia de Vapores Grieg S/A

Paranagua—Transparana Ltda.

Buenos Aires—International Freighting Corporation, Inc.

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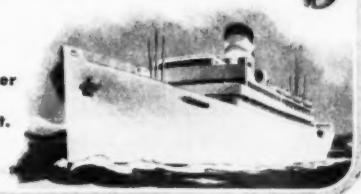
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NEW ORLEANS:
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NEW YORK NEW ORLEANS



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(Parrimonio Nacional)

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*Bringing North and South America nearer each other. LLOYD
BRASILEIRO makes the Good Neighbor a Close Neighbor.*

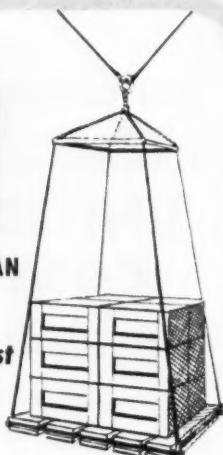
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In Other Cities Contact Grace or Lykes

SAILS SHIP LINE DUE

PUNTARENUS

3/25 Choluteca UFruit Cr4/5 NY4/13

RIO de JANEIRO

3/13	Del Oro	Delta	NO3/30
3/15	Evanger	Wes-Lar	LA4/7 SF4/9 Po4/16 Se4/18 Va4/20
3/17	Mormacgulf	Mormac	LA4/22 SF4/24 Va4/28 Se5/5 Po5/8
3/17	Panama	Lloyd	NY4/2
3/20	Del Mar	Delta	NO4/2
3/22	Paranagua	Brodin	Ba4/6 NY4/8 Pa4/10 Ba4/12 MI4/16
3/22	Akkurundyk	Hol-Int	NY4/6 Bo4/8 Pa4/10 Ba4/11 HR4/12
3/26	Colombia	Lloyd	NO4/11 Ho4/17
3/27	Del Viento	Delta	NO4/13
3/27	Brazil	Lloyd	NY4/13
3/29	Mormacowl	Mormac	NY4/13 Bo4/16 Pa4/18 Ba4/20 NF4/21
3/29	Nordglimt	Nopal	NO4/11 Ho4/14
3/30	Mormacsurf	Mormac	LA5/6 SF5/8 Va5/12 Se5/19 Po5/22
4/1	Ilheos	Brodin	Ba4/16 NY4/18 Pa4/20 Bo4/22 MI4/26
4/3	Del Norte	Delta	NO4/16
4/5	Axeldyk	Hol-Int	NY4/20 Bo4/22 Pa4/24 Ba4/25 HR4/26
4/7	Mexico	Lloyd	NY4/23
4/10	Argentina	Mormac	NY4/21
4/11	Nordanger	Wes-Lar	LA5/4 SF5/6 Po5/13 Se5/15 Va5/17
4/14	Trader	Nopal	NO4/7 Ho4/30
4/17	Chile	Lloyd	NY5/3
4/17	Del Sud	Delta	NO4/30
4/23	Del Mundo	Delta	NO5/9
4/25	Mormayork	Mormac	Ba5/10 Pa5/12 NY5/13 Bo5/16 MI5/20
4/27	Argentina	Lloyd	NY5/13
5/1	Del Rio	Delta	NO5/18
5/8	Del Mar	Delta	NO5/21
5/15	Del Santos	Delta	NO6/1
5/22	Del Norte	Delta	NO6/4

SANTOS

3/12	Del Oro	Delta	NO3/30
3/13	Evanger	Wes-Lar	LA4/7 SF4/9 Po4/16 Se4/18 Va4/20
3/14	Mormacrey	Mormac	LA4/9 SF4/11 Va4/14 Se4/21 Po4/24
3/16	Panama	Lloyd	NY4/2
3/19	Del Mar	Delta	NO4/2
3/21	Akkurundyk	Hol-Int	NY4/6 Bo4/8 Pa4/10 Ba4/11 HR4/12
3/21	Paranagua	Brodin	Ba4/6 NY4/8 Pa4/10 Ba4/12 MI4/16
3/22	Mormacgulf	Mormac	NY4/7 Bo4/10 Pa4/12 Ba4/14
3/25	Colombia	Lloyd	NO4/11 Ho4/17
3/26	Mormacgulf	Mormac	LA4/22 SF4/24 Va4/28 Se5/5 Po5/8
3/26	Brazil	Lloyd	NY4/13
3/26	Del Viento	Delta	NO4/13
3/26	Dorotea	Norton	NY4/15 Bo4/18 Pa4/20 Ba4/22
3/28	Mormacowl	Mormac	NY4/13 Bo4/16 Pa4/18 Ba4/20 NF4/21
3/28	Nordglimt	Nopal	NO4/11 Ho4/14
3/31	Ilheos	Brodin	Ba4/16 NY4/18 Pa4/20 Bo4/22 MI4/26
4/2	Mormacsea	Mormac	Jx4/17 Ba4/21 Pa4/23 NY4/24 Bo4/27 MI5/1
4/2	Del Norte	Delta	NO4/16
4/4	Axeldyk	Hol-Int	NY4/20 Bo4/22 Pa4/24 Ba4/25 HR4/26
4/6	Mexico	Lloyd	NY4/23
4/8	Nordanger	Wes-Lar	LA5/4 SF5/6 Po5/13 Se5/15 Va5/17
4/9	Argentina	Mormac	NY4/21
4/9	Mormacsurf	Mormac	LA5/6 SF5/8 Va5/12 Po5/22
4/10	Mormactea	Mormac	NY4/26 Bo4/29 Pa5/1 Ba5/3 NF5/4
4/12	Trader	Nopal	NO4/27 Ho4/30
4/16	Chile	Lloyd	NY5/3
4/16	Del Sud	Delta	NO4/30
4/17	Mormacsaga	Mormac	Jx5/2 NY5/6 Ba5/9 Pa5/10 Ba5/12
4/22	Del Mundo	Delta	NO5/9
4/24	Mormayork	Mormac	Ba5/10 Pa5/12 NY5/13 Bo5/16 MI5/20
4/26	Argentina	Lloyd	NY5/13
4/30	Del Rio	Delta	NO5/18
5/7	Del Mar	Delta	NO5/21
5/14	Del Santos	Delta	NO6/1
5/21	Del Norte	Delta	NO6/4

TAMPICO

3/13	Tunaholm	Swed-Am	StJø3/24 Ha3/26
4/11	Rydbholm	Swed-Am	MI4/23

TANGA

3/13	Afr Planet	Farrell	NY4/16
4/18	Afr Lightning	Farrell	NY5/23
4/26	Elizabeth	Lykes	Gulf5/30
5/14	Afr Dawn	Farrell	NY6/17

SAILS SHIP LINE DUE

VERA CRUZ

3/11 Tunaholm Swed-Am StJ03/24 Ha3/26
4/9 Rydboholm Swed-Am M14/23

VICTORIA

3/15 Del Oro Delta N03/30
3/27 Colombia Lloyd N04/11 Ho4/17
3/29 Del Viento Delta N04/13
4/25 Del Mundo Delta N05/9
5/3 Del Rio Delta N05/18
5/17 Del Santos Delta N06/1

TEA BERTHS

CALCUTTA

3/10 Westralia Hellenic NY4/20 N05/4
3/10 Steel Vendor Isthmian N04/16
3/15 Steel Recorder Isthmian NY4/16 N04/23
4/8 Hellenic Sailor Hellenic NY5/15 N05/29
4/10 Steel Advocate Isthmian N05/16
4/20 Steel King Isthmian NY5/21 N05/27
5/10 Steel Traveler Isthmian N06/16

COCHIN

3/16 Westralia Hellenic NY4/20 N05/4
3/19 Steel Worker Isthmian Bo4/12 NY4/13
3/22 Steel Recorder Isthmian NY4/16 N04/23
3/30 Steel Chemist Isthmian Bo4/25 NY4/26
4/13 Hellenic Sailor Hellenic NY5/15 N05/29
4/15 Steel Executive Isthmian Bo5/9 NY5/10
4/27 Steel King Isthmian NY4/21 N05/27
4/30 Steel Voyager Isthmian Bo5/24 NY5/25
5/14 Steel Scientist Isthmian Bo6/8 NY6/9

COLOMBO

3/15 Steel Vendor Isthmian N04/16
3/19 Jackson Am-Pres NY4/26 Bo5/1 Ba5/4 HR5/6 LA5/20 SF5/23
3/20 Steel Recorder Isthmian NY4/16 N04/23
3/20 Olga Maersk NY4/19 M15/4
4/3 Taylor Am-Pres NY5/10 Bo5/15 Ba5/18 HR5/20 LA6/3 SF6/6
4/7 Luna Maersk NY5/2 M15/17
4/13 Steel Executive Isthmian Bo5/9 NY5/10
4/15 Steel Advocate Isthmian N05/16
4/16 Adams Am-Pres NY5/23 Bo5/28 Ba5/31 HR6/2 LA6/17 SF6/20
4/20 Leda Maersk NY5/20 M16/4
4/25 Steel King Isthmian NY5/21 N05/27
4/28 Steel Voyager Isthmian Bo5/24 NY5/25
4/30 Monroe Am-Pres NY6/8 Ba6/4 HR6/16 SF7/5
5/7 Laust Maersk NY6/1 M16/16
5/12 Steel Scientist Isthmian Bo6/8 NY6/9
5/15 Steel Traveler Isthmian N06/16
5/20 Lexa Maersk NY6/19 M17/4
6/8 Laura Maersk NY7/7 M17/22

DJAKARTA

3/11 Madison Am-Pres LA4/24 NLS/10 Ba5/16 Bo5/20
3/13 Steel Chemist Isthmian Bo4/25 NY4/26
3/18 Luna Maersk NY5/2 M15/17
3/27 Fillmore Am-Pres LA5/8 NY5/4 Ba5/31 Bo6/4
3/28 Steel Executive Isthmian Bo5/9 NY5/10
4/10 Taft Am-Pres LA5/24 NY6/9 Ba6/16 Bo6/20
4/12 Steel Voyager Isthmian Bo5/24 NY5/25
4/18 Laust Maersk NY6/1 M16/16
4/27 Steel Scientist Isthmian Bo6/8 NY6/9

DJIBOUTI

3/25 Steel Worker Isthmian Bo4/12 NY4/13
3/28 Steel Recorder Isthmian NY4/16 N04/23
4/7 Steel Chemist Isthmian Bo4/25 NY4/26
4/21 Steel Executive Isthmian Bo5/9 NY5/10
5/2 Steel King Isthmian NY5/21 N05/27
5/5 Steel Voyager Isthmian Bo5/24 NY5/25
5/20 Steel Scientist Isthmian Bo6/8 NY6/9

HONG KONG

3/11 Taylor Am-Pres NY5/10 Bo5/15 Ba5/18 HR5/20
3/18 Nicoline Maersk LA4/12 NY4/27

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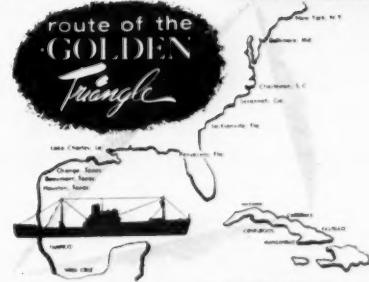
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SAILS	SHIP	LINE	DEU
3/23	Tyler	Am-Pres	LA4/8 NY4/24 Ba4/30 Bo5/4
3/28	Adams	Am-Pres	NY5/23 Bo5/28 Ba5/31 HR6/2
4/3	Johannes	Maersk	SF4/26 NY5/13
4/10	Keystone Mariner	PacFar	SF4/26
4/14	Monroe	Am-Pres	NY6/8 Ba6/14 HR6/16
4/18	Marit	Maersk	LA5/11 NY5/26
4/22	Fillmore Mariner	Am-Pres	LA5/8 NY5/24 Ba5/31 Bo6/4
5/24	Lone Star Mariner	Am-Pres	NY6/19 Bo6/24 Ba6/27 HR6/29
4/25	Korean Bear	PacFar	SF5/11
5/3	Sally	Maersk	SF5/25 NY6/11
5/6	Hayes	Am-Pres	NY7/5 Bo7/10 Ba7/13 HR7/15
5/10	Golden Bear	PacFar	SF5/26
5/18	Jeppesen	Maersk	LA6/12 NY6/27
5/23	Grant	Am-Pres	LA6/8 NY6/24 Ba6/30 Bo7/4
6/3	Susan	Maersk	SF6/25 NY7/12

KOBE

3/14	Magnolia Mariner	Am-Pres	LA4/1 SF4/7
3/15	Mart	Pioneer	NY4/10
3/25	Nicoline	Maersk	LA4/12 NY4/27
4/9	Johannes	Maersk	SF4/26 NY5/13
4/24	Marit	Maersk	LA5/11 NY5/26
5/9	Sally	Maersk	SF5/25 NY6/11
5/25	Jeppesen	Maersk	LA6/12 NY6/27
6/9	Susan	Maersk	SF6/25 NY7/12

SHIMIZU

3/11	Chastine	Maersk	SF3/26 NY4/12
3/16	Magnolia Mariner	Am-Pres	LA4/1 SF4/7
3/18	Mart	Pioneer	NY4/10
3/27	Nicoline	Maersk	LA4/12 NY4/27
4/11	Johannes	Maersk	SF4/26 NY5/13
4/26	Marit	Maersk	LA5/11 NY5/26
5/11	Sally	Maersk	SF5/25 NY6/11
5/27	Jeppesen	Maersk	LA6/12 NY6/27
6/11	Susan	Maersk	SF6/25 NY7/12

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SAILS	SHIP	LINE	DEU
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YOKOHAMA

3/10	Hoover	Am-Pres	SF3/21
3/10	Muse	Pioneer	NY4/1
3/15	Chastine	Maersk	SF3/26 NY4/12
3/18	Magnolia Mariner	Am-Pres	LA4/1 SF4/7
3/20	Mart	Pioneer	NY4/10
3/21	Nicoline	Maersk	LA4/12 NY4/27
4/15	Johannes	Maersk	SF4/26 NY5/13
4/30	Marit	Maersk	LA5/11 NY5/26
5/15	Sally	Maersk	SF5/25 NY6/11
5/31	Jeppesen	Maersk	LA6/12 NY6/27
6/15	Susan	Maersk	SF6/25 NY7/12

*Accepts freight for Atlantic and Gulf ports, with transhipment at Cristobal, C.Z.

Moore-McCormack, States Line in agreement

William T. Moore, president of Moore-McCormack Lines, New York City, and J. R. Dant, president of States Steamship Co., San Francisco, jointly announced an agreement whereby Moore-McCormack will represent States Line east of the Rocky Mountains, both in the United States and Canada. States Line will in turn represent Moore-McCormack in the Pacific Northwest.

Moore-McCormack operates services from both the Atlantic and Pacific Coasts of the United States to the East Coast of South America and from the Atlantic Coast to Scandinavia and the Baltic.

Through its recently acquired Robin Line, Moore-McCormack also offers service from the Atlantic Coast to South and East African and Indian Ocean ports.

States Line links all the Pacific Coast ports, including British Columbia, Washington, Oregon and California, with ports of Japan, Korea, Okinawa, Hong Kong, Formosa, the Philippines, Thailand and South Vietnam.

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Los Angeles: Balfour, Guthrie & Co., Ltd. Boston: Boston Shipping Corp.
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FLOTA MERCANTE
Grancolombiana



Coffee Movement In The U. S. Market

(Figures in 1,000 bags)

	Total Entries	Brazil	Deliveries—from: Others	Total	Visible Supply—Ist of Brazil	Month Others	Month Total
1956							
April	1,558	860	716	1,576	822	456	1,278
May	1,336	622	694	1,316	695	586	1,281
June	1,810	866	837	1,703	930	543	1,473
July	1,883	957	828	1,785	1,060	599	1,659
August	1,441	729	809	1,538	970	582	1,552
September	1,802	912	718	1,630	998	574	1,572
October	1,424	804	655	1,459	916	634	1,370
November	1,338	650	616	1,266	828	636	1,464
December	1,241	735	651	1,386	903	703	1,606
1957							
January	1,749	917	809	1,726	1,064	655	1,719
February	2,026	906	927	1,833	1,362	611	1,973
March	1,956	1,224	1,060	2,284	1,233	668	1,901
April	1,209	500	528	1,028	729	547	1,276
May	1,431	546	906	1,452	759	663	1,422
June	1,301	544	792	1,336	732	606	1,338
July	1,122	563	550	1,113	545	635	1,180
August	1,588	571	1,044	1,615	599	675	1,274
September	1,290	634	579	1,213	667	645	1,312
October	1,394	721	884	1,605	704	769	1,473
November	1,801	654	962	1,616	650	590	1,240
December	1,796	963	885	1,848	610	1,075	1,685
January	1,874	674	1,093	1,767	561	723	1,284
February	1,062	281	874	1,155	718	625	1,343

Figures by N. Y. Coffee & Sugar Exchange, Inc., in bags of origin. (Preliminary)

Subliminal radio test spurred housewife

to make fresh coffee, Seattle station says

An experiment in the presentation of barely audible non-advertising messages superimposed on music was conducted recently by KOL, independent radio station, Seattle, Washington, according to Advertising Age.

Subliminal messages were presented at three sound levels. On one recording, the taped comment of an announcer, "How about a cup of coffee?", was injected at a sufficiently high level for most listeners to hear without difficulty.

Before the experiment the announcer told the audience that something else was on the record he was playing. He asked the audience to listen and phone in what they heard.

About 100 calls were received, according to Robert N. Ward, promotion manager for the station. Mr. Ward said that most persons who phoned heard the coffee comment. The other messages, at much lower sound levels, were

heard by a small number. Younger persons, he said, appeared to have the best hearing.

Two women reported that they made coffee right after hearing the first message. One added, "I never drink coffee myself but just have it in the house for my husband, and he wasn't home."

When word got around about KOL's results, the station had an immediate request to do advertising on a subaudible basis. The request was refused.

The project was undertaken just as "an interesting experiment," Mr. Ward said.

To open coffee exchange in Paranagua

Paranagua may soon have its own coffee futures market, according to a report from the Brazilian Coffee Institute.

The exchange is expected to be open in time for the 1958/59 crop.

Magnetic MEMO BOARD by WEIBRO

Holds Paper Memos, Recipes, School Notes, Grocery Lists, Business Reminders, etc., WITHOUT PINS OR TACKS.

a USEFUL PREMIUM for the HOME

Each board complete with accessories, packed in attractive box with above cover design. An excellent gift for all occasions. May be imprinted.

Send for literature and prices

WEINMAN BROTHERS, INC.
3260 W. GRAND AVE., CHICAGO 51, ILL.

OVER
TWENTY-FIVE
YEARS OF
CONTINUOUS
DEPENDABLE
SERVICE TO
THE COFFEE
TRADE

IVARAD
Lines

AGENCIA de VAPORES GRIEG S/A
Rio de Janeiro
Praça Mauá 7
Santos
Praça da República, 46

STOCKARD
STEAMSHIP
CORPORATION

17 BATTERY PLACE
NEW YORK 4, N. Y.
Whittemore 3-2340

BALTIMORE:
220 East Redwood St.
PHILADELPHIA:
101 Broad St.

Tea growing in the U. S. at the turn of the century

At one time, interest was keen in tea culture in the United States. Here's a contemporary view of that development, from "Tea Leaves," a charming little book published in 1900 by Francis H. Legget & Co., New York City.

During a period of at least 40 years, tea plants have been cultivated by a few experimenters in the southern United States, and American tea grown in South Carolina, Georgia and Florida has satisfactorily supplied the family needs of a hundred or more persons, at a cost not exceeding the retail price of good foreign tea.

When Mr. Wm. G. Le Duc, Commissioner of the Department of Agricul-

ture at Washington, seriously recommended systematic tea culture in the Southern states, press writers and press readers found a new subject of mirth and standing jokes which lasted for several years. To be sure, those who laughed so long and loudly did not know the difference between a Chinese tea plant and a China aster, and few of them had ever heard that in certain tea growing districts of China, ice and snow were familiar associates of the hardy Chinese tea plant. Enquiry would have taught them that here in the United States individual tea plants had for many years withstood a freezing temperature in winter. Better informed persons fell back upon the objection that Americans could never learn the secrets of curing tea, and finally that the very low cost of Chinese labor would be fatal to American

competition. But the mills of the Gods grind right along, regardless of individual opinions or precedents. Foreign tea plants have been so acclimated in South Carolina that a plantation of tea has withstood a winter temperature of zero, the lowest recorded degree for 150 years; the secrets of curing the leaf have been disclosed and successfully practiced by Americans, and a cheap form of child labor for picking the tea leaves has resulted in commercial success for American grown tea.

This result is due to the encouragement of the U. S. Agricultural Bureau, and the persistent efforts of Dr. Charles U. Shepard, at Summerville, S. C., who continued his exertions to found a permanent tea plantation on a large scale long after the government authorities had ceased to hope for success.

In Dr. Shepard's tea gardens, the deficiency in rainfall is made good by deep pulverization of the soil and artificial irrigation; the natural shade of jungle or forest under which the seed germinates and grows where the plant is indigenous, is supplied by artificial shade; and the expensive process of picking the leaves is cheapened by employing young Negro children, who are paid in money, and also by being taught to read and write in a school maintained on the premises by Dr. Shepard. Machinery has supplanted some of the tedious hand-manipulation of tea in Dr. Shepard's factory, and further progress in this direction is constantly being made.

The Pinehurst tea—for Pinehurst is the designation of Dr. Shepard's plantation at Summerville—sometimes disappoints those accustomed to the strong flavors and pronounced fragrance of some foreign teas, but it contains a full proportion of that stimulating, sustaining constituent of all genuine teas, *theine*, as consumers all discover.

Like our American grapes and wines, American teas will doubtless improve by continuous cultivation upon a given soil, and probably will at length develop characteristics of their own, as precious in the estimation of tea drinkers as those of the exceptional foreign teas.

Impressed by the importance of Dr. Shepard's success, and the latent possibilities of this new field of American enterprise, Messrs. Francis H. Leggett & Co., of New York, have purchased from Dr. Shepard the entire crop of American Pinehurst teas for 1900, amounting in quantity to several thousand pounds.

What's in a tea bag?

If tea-bag dunkers had any idea of all the time and trouble that goes into the blending and testing and weighing of the tea leaves that come from half-way round the world, they'd have a little more respect for the modern convenience in tea-making that the little tea bag has brought to Americans. The amount of tea leaves and the size of the tea bag are all calculated with extreme exactness to give tea-drinkers a good cup of tea on the scale of one tea bag to every cup of boiling water.

These points are stressed by Lipton News in a recent issue.

24

When you ship

TEA

APL speed, APL handling saves time, saves cargoes, saves money

SPECIFY APL—and see your tea shipments arrive on time... your invested capital go back to work faster! Ship via APL's fleet of modern vessels on three major trade routes offering fine facilities for fast, safe cargo handling on board and ashore!

To insure product quality all the way, APL makes its holds teapot-clean before taking tea aboard, guards this delicate commodity with expert stowage and "climate control" through the latest dehumidification systems.

See your Freight Forwarder or Broker for schedules and bookings... Make the "Presidents" part of your distribution system today!

TRANS-PACIFIC
ROUND-THE-WORLD
ATLANTIC-STRAITS

AMERICAN PRESIDENT LINES

General Offices: 311 California Street
San Francisco 4, California

THE
CAIMAN

Editorials

Coffee in the supermarket

What do supermarket operators think of coffee?

Here's their attitude, as summed up by Bob Mueller, editor of *Progressive Grocer*, at the National Coffee Association convention:

"Coffee is not profitable."

"It's a price football."

"Per cent margin is low."

"We don't make any money on coffee."

There's one more part to this supermarket attitude. It's the part which makes clear why it's important to coffee men what food store executives think of coffee:

"We're not anxious to promote it."

The coffee industry is aware of this attitude among food store people. Some coffee men go further. They think the food store people are right.

This underlines the value of Bob Mueller's talk at the Boca Raton convention. What he presented, based on the remarkable Super Valu study, puts into the hands of coffee men facts to set the picture straight on coffee.

It's a picture that *needs* straightening.

How important is coffee to the supermarket? *Fact:* It puts more money in the cash register than canned vegetables, paper products, soaps and detergents, candy and gum, canned fruit or breakfast foods.

Retailers realize that coffee sells well. But few realize the enormity of its dollar volume, Bob Mueller says.

Coffee's proportion of total store dollar sales is 3.24%. This is more than for any of the other categories mentioned, and nearly twice the proportion of some of them.

Coffee's margin is low. But this is in line, Mr. Mueller declares, with the basic law of supermarket pricing—high margins on slow sellers, medium margins on items with average sales, low margins on the fastest sellers.

The point is, what about profit?

Out of 264 classes of merchandise in the entire grocery department, only six are more profitable than coffee. Coffee brings in more dollar gross profit than the remaining 257 categories.

Mr. Mueller makes this pointed observation: "Unfortunately, in these 257 less profitable categories are many that are considered far more profitable than coffee and enjoy the extra promotional effort that retailers put behind products with a reputation for profitability."

Here are some examples: Coffee, with a 6.5% margin on sales, earns a gross profit per week of \$50.46. Waxes and polishes, 35.2% margin on sales, \$28.36 gross profit. Candy

bars and gum 19.0%, \$20.36. Jams, jellies, 27.4%, \$27.93. Housewares, 25.1%, \$44.16; pickles, olives, 26.7%, \$35.80; cake mixes, 16.7%, \$34.25; canned juices, 19.4%, \$40.06; salad dressings, 15.5%, \$25.36.

Does coffee earn its keep in shelf space?

This is more important today than ever before. New products are fighting for shelf space, established products are fighting to hold what they have.

The average shelf foot in the grocery department, according to the Super Valu study, sold 14 units, produced \$4.06 in sales and earned a gross profit of 74¢ a week.

Regular coffee sold 11 units, produced \$13.27 in sales and earned a gross profit of 76¢. Instant coffee sold 13 units, \$13.41 in sales, \$1.58 in gross profit. Average for all coffee, 11 units, \$12.88 and 84¢.

Coffee's unit sales aren't quite as high as the average, but its dollar sales are three times as great and its gross profit well above the average.

"We must conclude," says Mr. Mueller, "that coffee more than earns the space it occupies."

Facts like these can alter coffee's place in the supermarket. They can swing food store men from old, negative ideas to the knowledge that:

"Coffee is popular, as few other products are popular in the modern supermarket."

"We make money on coffee—more gross profit than on the vast majority of grocery items."

"Coffee more than earns the space it occupies on the shelf."

And . . .

"We're happy to promote it."

The place to start getting the picture straight is right at home, within the industry.

Take a look at your own attitudes. Then bone up on Mr. Mueller's facts and bring yourself up-to-date, where you need it.

Only then can you effectively consider the next steps—getting the facts to your own sales, merchandising and advertising people, for them to get to food store executives.

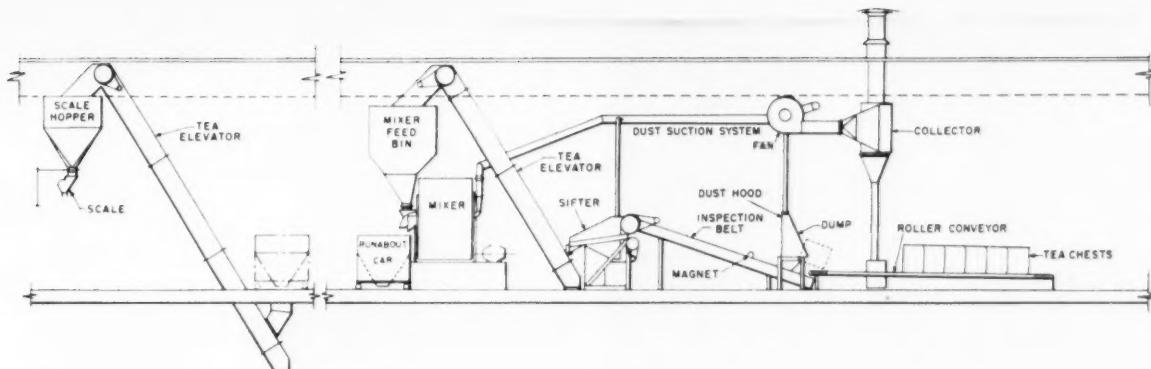
For roaster salesmen especially, the information on coffee's place in the supermarket can make a world of difference. It can give them new confidence, unleash new drive and initiative.

What it boils down to is this: sell coffee's place in the supermarket, and you'll sell more coffee.

Importers
to the Tea Trade
since 1846

Carter, Macy Company, Inc.
37-41 Old Slip, New York 5, N. Y.

MEMBER: TEA ASSOCIATION OF U.S.A.



space and labor economies

in modern tea plants

In the past five years, many tea packers have recognized the advisability of modernizing their blending operations to minimize labor and floor space—at the same time providing maximum safeguards against impurities in the final product, it is pointed out by Burns Review, published for the coffee and tea industries by Jabez Burns & Sons, Inc., New York City, manufacturers of processing equipment.

To meet these requirements, Jabez Burns has developed a group of machines which combine with the batch mixer to make an efficient, clean and simple-to-operate plant. The diagram shows such a plant in flow form.

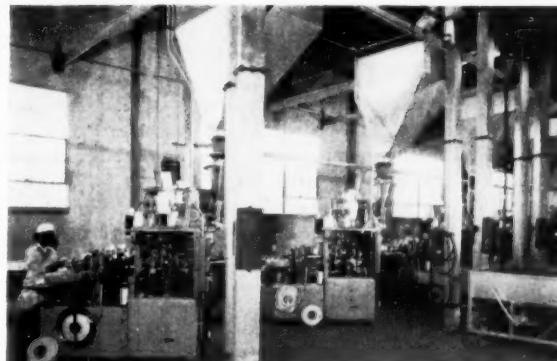
Conveyors

A complete blend can be assembled on the roller conveyor leading into the grated dump hopper. After the operator has sawed or cut the tops of the chests making up the blend, the tea is dumped into the hopper, which feeds an inspection belt. As a chest is dumped, the next one behind it rolls into place. The empty chests can be placed on a take-away conveyor for disposal.

The inclined inspection conveyor is built at a convenient height for the operator to remove any pieces of foil which may have come loose when the chest was opened, as well as any other large foreign particles. In addition, a permanent magnet is provided for removing the many nails coming out of the chest seams. The conveyor is of sufficient width to insure a thin layer of tea and consequent maximum efficiency of manual and magnetic removal of large foreign material.

Scalping

The inspection belt discharges the tea into a sifter which scalps off remaining smaller debris missed in the inspection procedure. This sifter can be arranged, on a bulk tea line, to separate out dust and fines at the same time as it is scalping.



An installation of bucket-type elevators in the packing room of a West Coast tea plant. The elevators are of special design, with tight joints for dust-proof operation and large access doors for easy cleaning. Arrangement of equipment units can be varied to fit available flow and space requirements for most efficiency.

Blending

From the sifter, the tea flows to a special inclined elevator, which utilizes a cleated conveyor belt. The elevator does not agitate the tea, but lifts it gently to a bin above the blender. Here a complete batch is stored, ready to load into the mixer. Blending time can be controlled automatically, so that each batch receives the same gentle mixing.

The mixer discharges into a tea car—a steep, flared "bin on wheels." Such cars provide temporary storage as well as maximum flexibility. They can be wheeled to any of several chutes feeding packaging scale hoppers on the floor below—or, as shown on the diagram, to another inclined elevator feeding one or more scale hoppers.

(Continued on page 59)



tea

characteristics

By E. L. KEEGEL, Technologist
Tea Research Institute of Ceylon
St. Coombs, Talawakelle

This article, excerpts from "Tea Manufacture in Ceylon," appears here by special arrangement with the Tea Research Institute of Ceylon, St. Combs, Talawakelle. The article is fifth in a series. The Institute issued Mr. Keegel's comprehensive and authoritative 163-page monograph.

Many tea-tasters' glossaries have been published from time to time, but they have not been of much assistance in suggesting possible lines on which manufacture should be carried out to get the best results. In fact, if some of the causes given for any particular defect were to be accepted as a basis for making an alteration in manufacturing technique, unexpected results would follow. It is proposed therefore to give some guidance in this manner to enable one to make a possible rectification of a short-coming in a tea.

Some terms used by a tea taster convey little information as to whether the characteristics they signify are the result of inherent properties, seasonal variations or factory procedure. Some are self-explanatory, while a few may not convey the exact meaning. Thus, the terms "earthy," "weathery," "metallic," "fruity," "sweaty," "coarse" and "nose" are vague and may have no connection with the type of manufacture carried out.

The definition of most terms in current use has, however, been more or less standardized, and only these are given below with the conditions that may contribute to the characteristics they describe. Terms that explain themselves are omitted. Uncommon terms are not dealt with, and may better be left to a tea taster who uses them to indicate what they actually connote.

Tip—The term "tip" is used to describe that portion of a tea which originates from the bud. For it to be produced, hairs must be present on the bud. The way the juices are distributed over the hairs, and the amount of hair present, controls the color of the tip. If hairs are not present as a result of peculiar conditions of growth or rough treatment, tip cannot be made.

The color of the tip may be golden, silvery, grey or black.

(A) **Golden Tip.** Orange in color. Produced when a large amount of hair is present on the buds and manufacture

is carefully carried out. To get the maximum color, leaf should be carefully handled, the wither good and rolling not too hard.

(B) **Silver Tip.** This is generally produced when the hairs are insufficiently coated with juice as a result of very light rolling.

(C) **Grey Tip.** The main cause is damage during sorting. It also results from a disorderly arrangement of the hairs that may be brought about by over-rolling. Some of the hairs are removed and the mixture of a golden and black color appears grey to the eye.

(D) **Black Tip.** This is almost indistinguishable from the tea and is not due to over-firing. It is purely associated with the absence of hairs on the bud.

General appearance of a tea—The blackness of a tea is, in the main, due to the dried juices coated on its surface, but if the tea is flaky it will not appear so black. When this coating is scraped off, the appearance is grey and a certain amount of soluble matter is also lost. A tea gets blacker on storage, but the cause is obscure. It may be due to an absorption of moisture.

Brown teas generally result from low jat leaf. Since they contain less sap and do not twist so well as high jat leaf, they cannot be as black. The brownish color of a tea is rarely due to any fault in manufacture. Over-withering to the extent that certain parts of the flush become dried out is the only cause. Coarse, tough leaf accentuates the brownish effect.

The color of the dry leaf is also influenced by the firing temperature. High firing temperatures tend to produce blacker teas. Another factor is the age from pruning. As a rule, old leaf is not so black as young leaf, and this is again due to the more flaky nature of the tea and the less juice contained in the leaf. Contrary to widely held beliefs, hard withers produce just as black teas as soft withers, provided rolling has been satisfactorily carried out.

The flakiness of a tea arises from numerous causes. It may be the leaf itself, under-withering or over-withering, under-rolling or over-rolling, or insufficient winnowing.

(Continued on page 60)

To: All Tea Packer Management

Here's the most important NEWS for increasing your institutional Iced Tea business ever to come your way.

"INCORPORATE THE 1-2-3 ICED TEA SALES AND SERVICE PITCH IN YOUR SALES PROMOTION PLANS FOR THIS SUMMER."

It gives you

SERVICE for your institutional customers because the new method described in the next two pages takes all the guesswork out of preparing the profitable Iced Tea beverage.

SERVICE because you can offer your restaurant accounts the advertising material they need to call their customers' attention to this high-profit beverage.

SALES because this method will win and hold on to good Iced Tea customers for your accounts.

SALES because your tea volume will gain every time your restaurant accounts sell their customers this full-flavored Iced Tea.

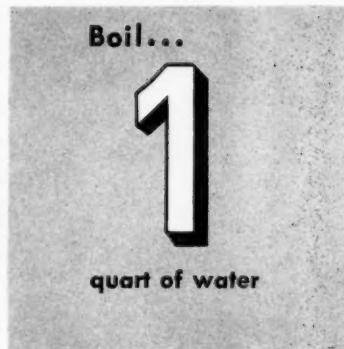
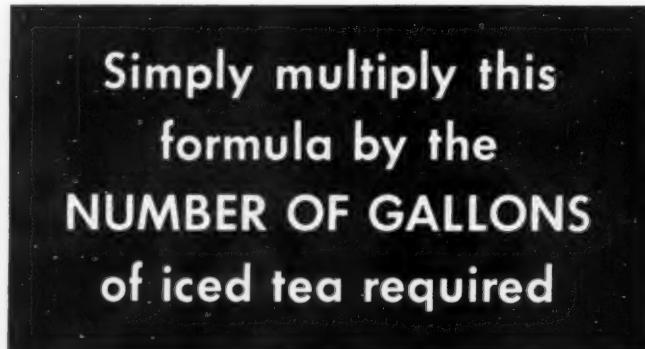
So ... why not read the next pages and determine 1-2-3 to make this your 1958 Iced Tea promotion.

\$ \$ \$ \$ \$ \$ \$ \$ \$ \$
SEE NEXT PAGE...
\$ \$ \$ \$ \$ \$ \$ \$ \$ \$



A new idea to help you sell restaurants—

NEW 1-2-3 METHOD ICED TEA IN



*It's the easiest, most convenient, most foolproof way
yet found for making Iced Tea in any quantity!*

BETTER QUALITY CONTROL...

No guesswork, no variation in flavor. It's the best Iced Tea every time, because you use the same basic 1-2-3 recipe for any quantity.

BETTER QUANTITY CONTROL...

Now it's easy to make a batch for an entire meal, or just an extra batch.

LESS WATER TO BOIL AND HANDLE...

Only one quart of water to boil for every gallon of Iced Tea. This saves time, reduces handling hazards.

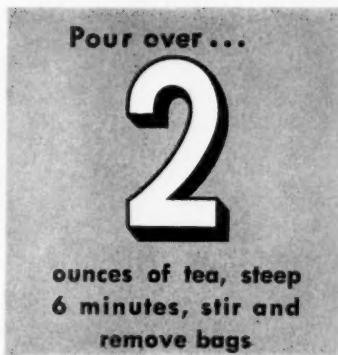
LESS ICE NEEDED...

Only one part hot tea is added to three parts cold tap water, automatically cooling the mixture to room temperature. Tea can be kept at room temperature up to 4 hours and iced when served.

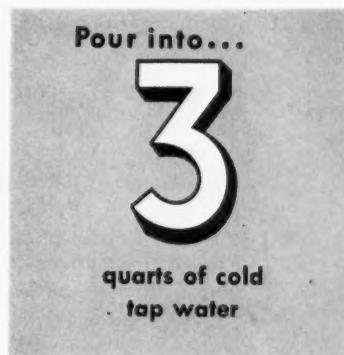
FREE! SEND TODAY

FOR MAKING ANY QUANTITY

+



+

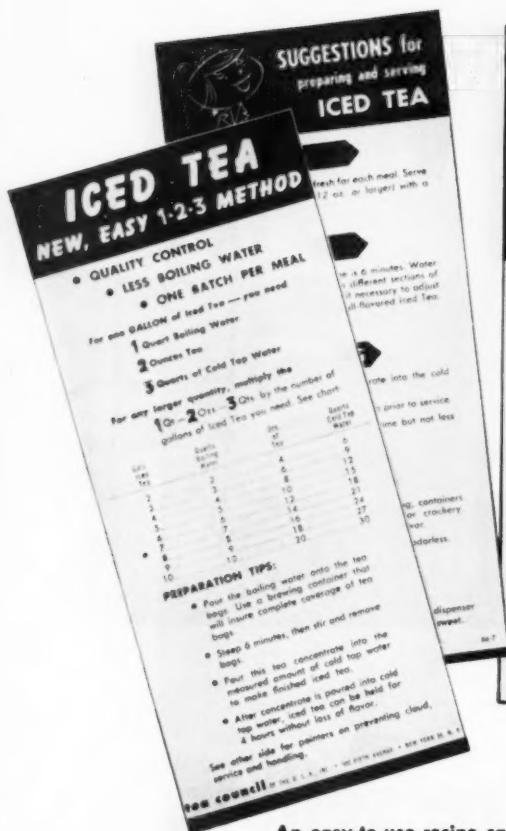


Start selling now! You're selling
a method that works—a method
that sells Tea for you and your
restaurant customers.

FOR NEW SALES HELPS!

For details see **next page→**

3 New Sales Pieces that will help you sell more Iced Tea



An easy-to-use recipe card with simple directions for the "1-2-3 Method." Also contains practical tips on preparation and service.

Clip and mail coupon today for free sample and order blank of these sales helps. (Available in quantity at actual printer's cost.) Start planning now for the biggest Iced Tea season yet.

Tea Council of The U. S. A., Inc., 500 Fifth Ave.
New York 36, New York

Gentlemen:

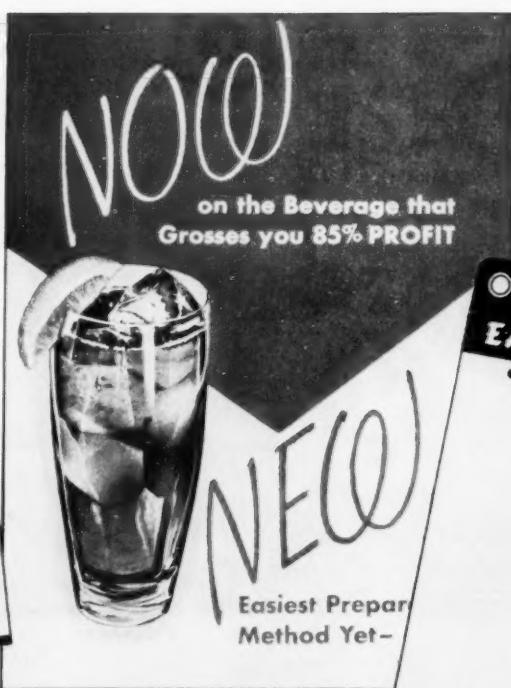
Please send me a sample set of Iced Tea sales helps, plus an order blank for additional quantities at printer's cost.

Name _____

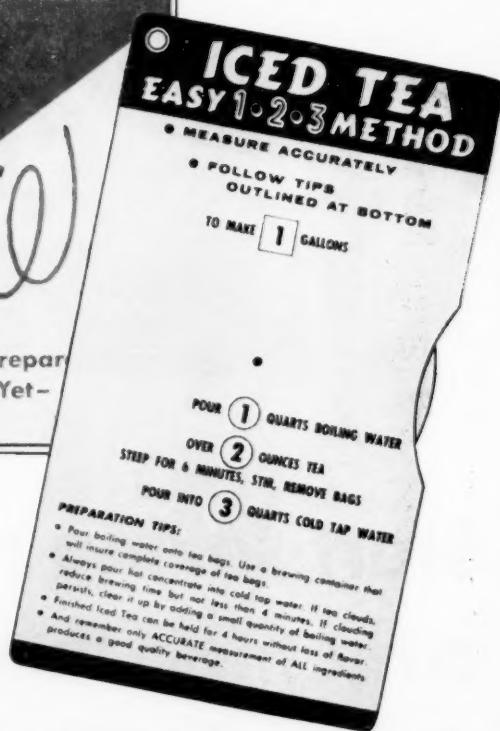
Company _____

Address _____

City _____ Zone _____ State _____



This handsome sales brochure outlines the great profit story on Iced Tea. Gives a quick, clear explanation of the "1-2-3 Method."



A novel, attention-getting sales tool to give restaurateurs. Exact ingredient quantities for making anywhere from 1 to 15 gallons of Iced Tea—at the spin of a dial! Made of tough, stainproof material that wipes clean with a damp cloth, it's the perfect piece for the restaurateur to put in the kitchen for his beverage personnel.

tea council

of the USA, Inc.

500 FIFTH AVENUE
NEW YORK 36, NEW YORK



Robert B. Smallwood studies favorable tea import statistics with K. B. Lall, who is joint secretary of India's Ministry of Commerce and Industry, and also director general of his country's Foreign Trade Board.

Smallwood, reelected Tea Council chairman, sees new sales uptrend in United States tea market

Robert Smallwood, board chairman of Thomas J. Lipton, Inc., has been re-elected chairman of the Tea Council of the U.S.A., Inc., for his sixth consecutive term.

At the Council's annual election of officers, Mr. Smallwood cited the rising imports of tea from the major producing countries—India, Ceylon and Indonesia—as "indicative of the new sales uptrend underway in tea in this country."

"Last year," he noted, "imports increased to more than 107,000,000 lbs. from the 101,600,000 lbs. imported in 1956, while 1957 consumption far exceeded 30,000,000,000 cups."

"This new activity in tea," Mr. Smallwood declared, "is a tribute to the foresight of the member producing nations and the U.S. tea trade—all of whom recognized the need and acted to provide their shares of an expanded appropriation for the promotion of tea in the United States."

"The budget for the cooperative promotional effort," he added, "has been increased to \$2,250,000 from an initial outlay in 1953 of \$1,250,000."

Other Tea Council officers elected for 1958 included: Annesley de Silva, Counsellor, Embassy of Ceylon, first vice chairman; M. Gopala Menon, Consul General of India in New York, second vice chairman, and E. C. Parker, president, Tetley Tea Co., Inc., re-elected treasurer.

Re-elected to the Council board of directors from the U.S. tea trade were: Mr. Smallwood; Mr. Parker; C. W. Felton, president, Henry P. Thomson, Inc.; E. J. Vinnicombe, Jr., director of institutional operations, McCormick & Co., Inc.; and Samuel Winokur, vice president, Seeman Brothers, Inc. Elected for the first time was H. M. Tibbets, associate vice president, Salada-Shirriff-Horsey, Inc.

In addition to Mr. Menon who was re-elected to the board, new directors representing India include A. P. Venkateswaran, Consul General of India in New York City, and S. G. Ramachandran, first secretary (commercial), Embassy of India.

Re-elected to the Board as representatives of Ceylon were

Mr. de Silva and Clarence O. Coorey, director and secretary, the Ceylon Tea Propaganda Board.

Mr. Kweedjehoo, Consul General of Indonesia in New York City, was re-elected as a representative of Indonesia.

\$10,000 consumer contest

highlights fourth annual

"Tea for Canada Week"

An all-new feature in the form of a big \$10,000 coast-to-coast consumer contest will highlight the fourth annual "Tea for Canada Week" campaign slated for April 14th-19th.

The contest, which is designed to increase consumer interest in the promotion, will also build grocery store traffic. Customers will be able to obtain entry blanks only from their grocers. A direct incentive for shoppers to purchase tea during the promotion is provided by offering additional cash prizes to winners who include tea package labels in their entries.

Principal prizes range from mink stoles and automatic washer-dryers, to 14-foot motor-equipped boats and hi-fi radio-phonograph tape recorder combinations.

Grocers will promote the consumer contest by setting up eye-catching window and in-store displays of tea and related items during "Tea for Canada Week". The grocers themselves will be able to enter the \$5,000 store display contest, which proved successful last year. Cash prizes will be awarded on the basis of sales effectiveness, attractiveness and originality of the displays of tea and related items.

The Tea Council of Canada, its packer members and allied trade manufacturers will distribute over 200,000 Tea Week display pieces. Mats and advertising layouts announcing "Tea for Canada Week" are made available to grocers at a Tea Council service.

Preceding and during "Tea for Canada Week," Tea Council trade and consumer advertising in English and French will concentrate on the two contests. Messages will be carried coast-to-coast by 76 daily newspapers, 23 television stations and seven grocery trade papers.

On publicity, the Tea Council is concentrating on extensive newspaper and trade paper releases discussing "Tea for Canada Week", the Tea Council's work and tea in general.

Arrangements have also been made with magazine and newspaper food editors to feature tea and suitable food accompaniments during "Tea for Canada Week".

Radio and television stations will be supplied with films and release material for program features on tea.

Again this year, a glamorous bilingual "Miss Tea for Canada" will tour the country to publicize "Tea for Canada Week" and what it stands for. She will meet the mayors of leading cities and make numerous television and store appearances.

India cuts final export figure quota on tea

India has cut by 20,000,000 lbs. the quantity of tea which may be exported from that country out of the 1957 crop.

The total which may be exported is 436,000,000 lbs.

This is in line with the sag in the North Indian crop, and indicates the government's intention to keep enough tea on hand for internal consumption, observers said.

Tea Movement into the United States
(Figures in 1,000 pounds)

	Nov. 1956	Dec. 1956	Year 1956	Jan. 1957	Feb. 1957	March 1957	April 1957	May 1957	June 1957	July 1957	Aug. 1957	Sept. 1957	Oct. 1957	Nov. 1957	Dec. 1957	Jan. 1958
Black																
Ceylon	1,535	2,433	42,871	3,102	2,755	4,351	4,290	6,220	5,695	4,207	4,846	3,366	2,786	3,403	3,023	3,037
India	1,738	2,572	31,719	3,909	2,333	2,208	2,927	3,139	2,730	1,647	1,315	1,352	2,353	1,914	2,528	4,152
Formosa	432	529	4,179	532	351	447	525	291	143	167	373	562	502	548	365	510
Africa	282	532	4,384	404	339	414	187	376	227	484	228	304	265	217	273	303
Indonesia	916	1,117	12,492	1,608	1,193	1,453	1,106	1,374	1,067	1,113	894	1,354	1,155	1,430	1,518	1,510
Japan	30	11	802	31	42	124	95	24	3	15	28	17	99	197	198	249
Misc.	99	197	1,589	258	169	314	627	421	358	112	320	219	93	218	128	116
Green																
Japan	248	38	2,924	79	21	15	139	9	82	433	464	403	276	35	47	71
Misc.	31	4	177	2	6	15	13	3	6	13	24	73	6	17	2	1
Oolong																
Formosa	36	39	306	28	32	21	29	...	2	4	31	38	24	19	66	13
Canton	17	9	65	2	3	3	1	6	5	3	5	1	7	15	14	7
Scntd Cntn	3	10	63	5	4	7	7	3	15	3	2	2	5	6	6	5
Mixed																
	5	15	121	17				6	5	4	6	14	17	12	15	19
TOTALS	5,373	7,506	101,692	9,977	7,248	9,372	9,953	11,871	10,336	8,207	8,546	7,808	7,593	8,040	8,187	9,980

Figures cover teas examined and passed, do not include rejections. Based on reports from U. S. Tea Examiner.

**Tea experts hold session to set
new standards for coming tea year**

The U. S. Board of Tea Experts held its 55th annual session recently, and set standards for all tea coming into this country for the 12 months beginning May 1st.

The tea trade, in cooperation with the government, is unique in that it polices its own industry to insure that only the choicest quality teas are permitted entry into the U.S. Since tea is an agricultural product subject to weather conditions, the tea tasting sessions are held annually to set new standards based on any significant changes.

Participating in this year's tea tasting sessions, headed by Robert H. Dick, Tea Examiner of the Food & Drug Administration, government representative, and permanent secretary of the board, were: Albert Guarino, Irwin-Harrisons-Whitney, Inc., New York City; Alexander Grille,

Henry P. Thomson, Inc., New York City; Edward Bransten, M. J. B. Co., San Francisco; Thomas Moss, Thomas J. Lipton, Inc., San Francisco; Philip Hellyer, Hellyer & Co., Chicago; and Angus W. McAdam, Angus W. McAdam Co., Boston.

The annual event continues a tradition established with the passage of the Tea Act in 1897 which, incidentally, antedates the Pure Food and Drug Act by nine years.

Prior to the turn of the century, American tea merchants recognized the need for such an act, and insisted that a board be established to set standards. These merchants actually wrote their own Tea Act, took it to Washington and pressed for its passage.

Six standards were set by the experts this year. The standards are for: (1) Formosa oolong; (2) Java black (all black tea except Formosa and Japan black and Congou type); (3) Formosa black (Formosa black and Congou type); (3) Formosa black (Formosa black and Congou type (all Canton type teas including scented Canton and Canton oolong types).

**Producing countries aware of Canada's
tea potential, Langton reports after trip**

Back from a goodwill trip to Ceylon and India, D. M. Langton, executive-director of the Tea Council of Canada reported that tea boards and government officials attach a great deal of importance to the potential of the Canadian tea market and to the promotional activities of the Tea Council.

At a reception in Bombay given by the Tea Merchants Association for Mr. Langton, Mr. K. Venkatakhary, deputy director of the Tea Propaganda Board, stated that "there is no doubt that the demand for tea would immensely increase in Canada through sales promotions activities" as carried out by Tea Council of Canada.

Tea sales in Canada are of importance to governmental authorities concerned with well balanced import-export trade relations between the Commonwealth countries.



The U. S. Board of Tea Experts at the 1958 sessions. Clockwise from front, left: Thomas Moss, Albert Guarino, Alexander Grille, Edward Bransten, Robert H. Dick, Philip Hellyer, Angus W. McAdam.

Hellenic Lines adds ship to service from East Pakistan, Calcutta ports

Hellenic Lines, Ltd., has announced the addition of a motorship, the Hellenic Sailor, to its service from the East Pakistan and Calcutta area to U. S. Atlantic and Gulf ports.

The Hellenic Hero, already in that service, was built in 1957 and is representative of the company's modern cargo-liners.

The Hellenic Sailor, like its sister ship, is especially suited to this run, the line pointed out.

New ship enters Barber Lines service

Barber Steamship Lines, Inc. announces the entry into the Barber Line Far East Service of the new motorship, Temeraire.

The Temeraire is the first of three new sister ships to enter the Barber Line Service during 1958. It has a deadweight capacity of 10,670 tons, with bale measurement 588,680 cubic feet. All the cargo spaces are ventilated on a forced draft system.

Passenger accommodations consist of four single berth and four double berth cabins, all with private bath. She has a service speed of about eighteen knots.

Ceylon tea gardens escape flood ravages

Ceylon's tea gardens have escaped the ravages of the year-end floods which swept the island in the wake of unprecedented rains, The Tea and Rubber Mail, London, reports.

Kenzo Ikeda on visit to U. S.

Kenzo Ikeda, widely known green tea exporter with headquarters in Shizuoka, Japan, was in the United States last month on his annual visit to this market.

He also planned to visit other tea centers, including London, before returning to Japan.

While in New York City, he made his headquarters at Dodwell & Co., his representatives here.

modern tea plants

(Continued from page 51)

Dust Control

No tea plant is complete without a dust suction and collection system. Connections run from hoods over the dump and sifter, and from other dust-producing points, to a fan which discharges into a Keenan Collector. The result is a clean and pleasant tea plant area.

Once the warehouseman has deposited the blend of chests on the roller conveyor, the entire operation of opening, dumping, inspecting, sifting, mixing and discharge to tea cars is a one-man operation. The plant is set up to handle two or three batch blends per hour, and the size of batch can be 500 or 1000 lbs. determined by the capacity of the mixer.

Tea plants can be flexibly designed to fit into very compact units, where that is necessary, or laid out for straight flow operation, if that is desirable.

In short, the basic components can be fitted into a wide variety of floor plans, according to the individual requirements of the tea packer.

TETLEY TEA
is specially made
for tea bags

Blenders
of the World's
Finest Teas for
Over 100 Years

TETLEY TEA CO., Inc., New York
MEMBER OF THE TEA ASSOCIATION OF THE UNITED STATES OF AMERICA
JOSEPH TETLEY & CO., Ltd. London

"Personalized" foil tea tags offered by Sexton

New "personalized" foil tea tags, matchbook size, are being offered to the institutional trade by John Sexton & Co., Chicago.

The tags, Sexton says, have as much room for advertising space as matchbook covers, twice as much as on an ordinary tea tag.

Sexton indicated the new tags are available in large quantities for chain organizations, and also in quantities small enough for individual hotels, restaurants and clubs.

Semke with Ausch Coffee Co.

Henry Semke, formerly with the Otto Gerdau Co., New York City, has joined the Ausch Coffee Co. as general manager.

Mr. Semke is well known in the tea trade. Before joining Otto Gerdau more than eight years ago, he operated his own tea packing business, mainly mail order, for three years.

This came after activity in warehousing, specializing in tea, in the firm of Gough & Semke.

Named assistant manager of Lipton plant

Robert G. Price has been appointed assistant plant manager at the Hoboken, N. J., plant of Thomas J. Lipton, Inc.

tea characteristics

(Continued from page 52)

The terms "uneven" and "mixed" describe teas that are not properly graded.

Color of a liquor—This is a characteristic easy to assess, variations of the property being denoted by the terms "light," "colory" and "muddy." It has no relation to strength and is indirectly connected with quality.

(A) *Light Liquor*. This is one that lacks depth of color and is not to be confused with the term "thin," which indicates a tea lacking in strength. It does not necessarily denote a tea that has been under-fermented. Some of the best quality teas are usually light. It cannot be regarded as a defect and if any methods are adopted to produce more color in a liquor they may tend to diminish quality.

(B) *Colory Liquor*. When a liquor possesses the required depth, and is bright and clear, it is described as colory. A full fermentation for the optimum period is the condition required.

Color in a liquor can be slightly improved by a soft, wither, when hard rolling cannot be carried out.

(C) *Muddy Liquor*. An over-fermented tea. The tea loses its bright color and is dull brownish, as distinct from the bright red colored liquor of a well fermented tea.

It must be noted that the color of a liquor is to a marked extent influenced by the fermenting properties of

(Continued on page 62)

HENRY P. THOMSON, INC.

TEA IMPORTERS

89 Broad Street
Boston, Mass.

120 Wall Street
New York 5, N. Y.
Member: Tea Association of the U.S.A.

605 Third Street
San Francisco, Calif.



This is the Cecilware single iced tea urn, with a Pyrex container. Cool-looking amber tea is a sales aid, company declares.

Iced tea urn with Pyrex container available in three different sizes

The Cecilware iced tea urn, equipped with a Pyrex container, is available in three different sizes—two, three and five gallon capacities, it is reported by the manufacturers, Cecilware-Commodore Products Corp., New York City.

The urn may also be used for iced coffee, the company points out.

"Iced tea tempts customers into buying when it is attractively displayed in Pyrex glass," Cecilware-Commodore says.

"The promise of refreshment from the cool-looking, amber-colored tea is the best salesmanship you can use."

A fast-flowing, self-closing faucet makes fast service possible, the company adds.

In addition to single urns, the cold beverage dispenser is also available in a twin model, for iced tea and iced coffee.

New aluminum iced tea dispenser said to keep true beverage flavor

A new Wear-Ever aluminum iced tea dispenser has been introduced by The Aluminum Cooking Utensil Company, Inc., New Kensington, Pa.

Available in either golden glow or silver glow finishes, a new anodizing process provides extra hard, smooth and easy-to-clean surfaces which resist stain and are said to preserve the true flavor and color of the beverage.

Tea is dispensed through a Sieling faucet. This self-closing faucet has U. S. Health Department approval.

Full-color decals on the dispenser help to promote the sale of iced tea. The Wear-Ever dispenser has a two-gallon capacity and has an overall height of less than 20 inches. Clearance under the faucet is 5½ inches.

This new aluminum iced tea dispenser has a recently developed anodizing finish which the manufacturer says preserves beverage flavor and color and cleans easily.



Ceylon's "crystalized tea" stirs furor

A furor, at least in the British press, was stirred by reports that Ceylon's Trade and Commerce Minister had announced production of "crystalized tea", a new form of instant tea.

Ceylon, the reports said, was preparing to export the product.

"Consumers will only have to dissolve a few crystals in boiling water to prepare a good cup of tea," it was stated.

The Manchester Guardian said the experiment was "in-human chemistry" and jokingly suggested it might be a Communist plot.

"The suspicion is all the more plausible because both chairman Mao Tse-tung and Mr. Krushchev rule nations of tea-drinkers," the newspaper said.

"They know what strikes, strife and domestic discord could be promoted by undermining the tea routine."

"To try to make Englishmen drink the result of this inhuman chemistry, even if it were as fragrant as the tea drunk in the courts of the Chinese heaven, is like asking them to build houses with pipes that do not freeze, or to share a warm room with a radiator instead of a chilly one with an open fire."

Tea bags gaining in West Germany

A trend to tea bags in West Germany was noted by the Indian Trade Delegation visiting there.

Tea bags now account for 6% of the total tea sold in West Germany, the delegation reported.

Tea bags took hold initially in hotels and restaurants, but they are now spreading to homes.

tea characteristics

(Continued from page 60)

the leaf. These must be determined before any alterations are made in fermenting periods.

The method of rolling must also be examined when liquors lack color, because it is the amount of juice extracted from the leaf which ultimately determines the color of a liquor. Lengthening of a fermenting period with a view to improving color must never be done till the fermenting properties and rolling procedure are carefully examined.

Strength (good body)—A tea lacking in strength or "fullness" is described as thin, weak or washy, and is caused by under-rolling. The period of fermentation does not have a marked effect on the strength of a liquor except when it is unduly prolonged. The tea then becomes soft.

The strength of a liquor is entirely dependent on the amount of soluble matter in the leaf and therefore depends on the number of leaf cells ruptured. A thin liquor can only be corrected by extra or harder rolling to express more sap from the leaf.

A strong liquor becomes cloudy on cooling as a result of some of the compounds soluble only in hot water being precipitated from the cooled liquor. This is referred to as "creaming down." A thin liquor does not cream or takes a very long time to do so.

Besides indicating strength, the color of the cream provides a reliable test for judging the quality of a liquor. A light, brown color with a reddish tint and bright, is in-

dicative of good quality. A dark, muddy cream is always associated with inferior teas.

Softness in a liquor—Teas without "briskness" are soft. The difference between these terms may be illustrated by the difference between a freshly opened soda water and one that has become "flat." Thus a soft tea has no "live" characteristic. A "flat" tea is very soft. The term "point" indicates accentuated briskness.

The most likely cause of a tea going soft is over-fermentation, or excessive gain in moisture during storage. Firing to too high a moisture content which results in stewing conditions, and case-hardening may also cause softness.

A brisk tea, on the other hand, is one in which fermentation has been checked at the correct time, properly fired and well preserved.

Greenness of a liquor—A greenish liquor is also described as hard, raw, harsh and bitter. Greenness may be mistaken for pungency. The real difference between the two is that a greenish liquor is bitter, whereas a pungent liquor has astringency without bitterness. Greenness is normally due to under-fermentation. The reverse of greenness is mellow-ness. The terms "smooth" and "round" denote the same thing.

Greenness is a characteristic that may be inherent in the leaf. At one time it was supposed to be due to under-withering. There can be no doubt, however, that if it is consistently present to a marked extent, it is an intrinsic character, and no method of manufacture so far known is able to eliminate it.

(Continued on page 73)

IRWIN-HARRISONS-WHITNEY INC. TEA IMPORTERS

NEW YORK • PHILADELPHIA • BOSTON • CHICAGO • SAN FRANCISCO • SHIZUOKA (JAPAN)
CALCUTTA • COCHIN (INDIA) • COLOMBO (CEYLON) • DJARKATA (JAVA) • LONDON (ENGLAND)
MEDAN (SUMATRA) • TAIPEH (FORMOSA)

1898 - 1958

1958 marks our 60th year of service

HALL & LOUDON TEA BROKERS

91 WALL STREET

NEW YORK CITY 5

Packaging

package design can sell more coffee

"Coffee drinking means so much to the drinker that exploration of the coffee drinker's psychology and more sensitive expression of his feelings about coffee through merchandising methods can increase the per cup consumption of coffee considerably," Frank Gianninoto, president of Frank Gianninoto and Associates, Inc. industrial designer, told the 47th Annual Convention of the National Coffee Association at Boca Raton, Florida. "Confronting those elements in the coffee industry which seek to build their own business solely through competition within the industry," the designer said, is the fact that "true industry growth will come when full new markets are sought and won through the full realization of what a large role coffee plays in today's social scene. Coffee is so important to the average adult that he would probably gladly increase his daily consumption were the coffee industry more responsive to his desires."

Mr. Gianninoto, who is past president of the Package Designers Council, has designed such well known trademarks and packages as Elsie, the Borden Cow, the new Dole packages, the Marlboro and Spud cigarette packages and the Birdseye frozen food packages.

"Coffee packaging is in a rut," Mr. Gianninoto charged. "Coffee cans on the supermarket shelf are as alike as coffee beans themselves. Coffee bags are worse, and instant coffee jars are so similar that it looks as though coffee manufacturers believe that there is some sort of law governing package design which it would be highly criminal to break."

"I'm afraid that the blunt truth is that coffee packaging as a whole is unimaginative, mechanical and cold in feeling."

The designer said this is important in the light of the coffee drinker's image of coffee. Research studies have shown that the coffee drinker sees the beverage as a symbol of warmth and comfort and a pleasurable way of life, he pointed out. "In addition, he needs moral permission to drink coffee," Mr. Gianninoto declared. "He has some doubts that coffee drinking is morally right—that somehow it is habit forming and shows lack of character—and he needs to be given reassurance by the package. The package, rather than being mechanical in its suggestion, should have a sense of everyday life and rightness."

Coffee drinking is social, Mr. Gianninoto emphasized.

"The housewife who has a second cup with a neighbor before starting her day's work, the college student who repairs to a special table in the school cafeteria between classes for a morning cup; the laborer who stops in a neighborhood diner where he knows he'll find friends, all have in common the belief that part of the enjoyment of

coffee drinking is that it provides a rationale for being with other people," he said. "Coffee packaging should support this type of image—it should suggest shared experiences—the fact, for example, that lingering over a second cup means prolonging pleasant companionship."

The designer pointed out that visual communication is being given increasing recognition as a marketing tool.

"The corporate look," he said, "expressed through your trademark and the format or design of your visual material, can go very far in making a favorable impression for your product. When coffee drinkers see your trade symbol, whether it is on the uniform of a truck driver, a company letterhead, or a television commercial, it should, if it is a good design, arouse not only an immediate desire for coffee, but should also, so as to speak, create a reservoir of goodwill in the mind of the viewer."

He cited a redesign assignment recently completed for a major instant coffee. "Here the warmth of coffee was provided by a copper foil label which people associate with old fashioned kitchens and the culinary arts of good cooking and good coffee making," Mr. Gianninoto said.



The Kroger Co. has switched to these redesigned packages for its Instant Spotlight Coffee. The jars have high shoulders and deep-skirted closures. They are merchandised in the two-ounce, six-ounce and eight-ounce sizes. Close family identity is maintained by the design with the packages for regular Spotlight Coffee. The high shoulders on the jars provide more label space and, therefore, display advantages on the food store shelf. The deep cap closures are easy to grip and open, and consumers are said to like them. The closure also has an unusually large price-marking space. Jars and closures are manufactured by the Owens-Illinois Glass Co. and the Anchor-Hocking Glass Co.

the new marketing concept—and coffee

(Continued from page 40)

in quality and price, this is a challenge to my business aggressiveness. It is then up to me to out-market my new competitor with every ounce of talent and salesmanship that I can muster.

But what if this new rival invades my market by recklessly under-selling me with a product that's all stance and no substance? What if he permits his advertising to make monstrous claims that his product will go half again as far as mine in value to consumers? What if he decides to substitute pricemanship for salesmanship? Then, I say, this is no challenge. This is a ruthless raid! Ruthless, yes, and potentially ruinous to the consumer taste preferences which more ethical businessmen have spent years to build and nurture.

And yet we observe some few coffee companies which persist in making fantastic promises in their ads. They appear to be more eager to grab the immediate advantage, by urging consumers to downgrade the commodity, than to build their business on the more lasting foundation of a product in which they can take pride and which will be worthy of consumer loyalty.

Where will we be?

We have asked these questions before, but they bear repeating: Where do we want the coffee industry to be five or ten years hence? Do we want to be confronted with the same kind of cut-throat marketing that prompts some short-sighted operators to urge 60, 70 or even 80 cups to the pound of roasted coffee? Statistics show that this country drank more cups of wishy-washy coffee this year than ever before. Statistics also show that per capita consumption has not risen anywhere near as fast as the growth in population. This fact, too, is shown by statistics—that the demand for some beverages competitive with coffee has increased.

It would seem that this long-established and widely-respected industry might do better for all its members. One way is to close ranks and unite to protect its heritage from within and from without the industry itself.

The Pan-American Coffee Bureau survey reports that the average United States consumer brewed and drank coffee at the rate of 64 cups to the roasted pound during 1957. During 1956, the average rate was 60 cups to the pound. These figures are a far cry from the 40 to 45 cup formula which the industry's experts have recommended for many years. They are also a far cry from the 46 cups to the pound which was average during 1949.

With surplus coffee crops impending, with tens of thousands of potential coffee-drinkers daily entering the years when they will form their beverage preferences, is this the time for cannibalism?

We are confident that you will agree that this is a time for harmony in the coffee industry, a time to unite in a common campaign to upgrade our product rather than permit it to be recklessly exploited as a reasonable facsimile of water.

Assuming that all of us here are interested in the future as well as the immediate welfare of coffee, what sort of an industry-wide campaign can we join in to improve our prestige and our sales volume? Well, we suggest that the best way to get consumers to brew coffee properly is to provide them with constant and near-at-

hand reminders of the know-how. A homemaker who has developed careless coffee brewing habits is not going to take a cookbook off the shelf to get back on the right track.

But consider, on the other hand, what results might be expected if every can, every bag, and every jar of coffee sold in this country contained a little slip of paper, an insert or an outsert, containing precise brewing or mixing instructions. And even beyond that—in the case of cans and bags—suppose each one sold contained one of the Coffee Brewing Institute's standard measures.

For your cans and bags

During 1956, the average homemaker brewed her coffee at the rate of 63.9 cups to the pound. If she had brewed only 50 cups to the pound—only ten more than the recommended formula—this industry would have sold 366,700,000 more pounds of roasted coffee to homemakers alone. The ringing question is, whom were we hurting, or which industry lost potential sales, by our apathetic attitude toward this stretching of coffee?

We ask you to take this figure—of how many more pounds of coffee would have been sold had the industry succeeded in encouraging better brewing habits, and with it make a realistic contrast. We ask you to contrast this extra volume of sales—366,700,000 roasted pounds—with the almost negligible cost of inserting standard measures and brewing instructions in every can or bag of coffee sold.

We are advised by the Pan-American Coffee Bureau that its 1958 advertising campaign, which will emphasize the theme of better brewing, will be supplemented by an additional service to the trade—approved brewing instructions, printed with vegetable ink on parchment paper so that no odor or flavor is imparted to coffee. These instructions can be inserted in cans and bags, or attached to the outside.

If we are agreed that all concepts of good marketing presuppose a good end product—which weak coffee is not—then where is there a better starting point for better marketing than in a campaign to improve coffee brewing habits?

how to tie in with Coffee Day

(Continued from page 9)

Iamations is frequently made the occasion for a ceremony, with reporters and photographers on hand. A coffee-break in the Mayor's office at the time of his signing the proclamation might make a good local news picture.

Coffee Day pamphlet

8. A new item this year for use by the coffee trade is a Coffee Day pamphlet which highlights coffee's importance to both the United States and to Latin America. Prepared by the Pan-American Coffee Bureau, it fits a standard business envelope. Sample copies have been distributed to members of the industry with the suggestion that additional copies be sent out locally to leaders in business and government. The Bureau is providing up to 100 copies free to any company requesting them, with quantities over that at \$1.00 a hundred. Response has been highly favorable, the Bureau reports.

THE FLAVOR FIELD

Section of Coffee and Tea Industries, formerly The Spice Mill

basic principles in measuring food flavors

By R. S. SHALLENBERGER and L. R. MATTICK
Department of Food Science and Technology
New York State Agricultural Experiment Station

This report is from Farm Research, published by the New York State Agricultural Experiment Station at Geneva, and the Cornell University Agricultural Experiment Station at Ithaca.

Flavor is one of the important quality factors of foods; however, with few exceptions, it has never been adequately described, measured or controlled. Flavor studies are an integral part of the food science and technology program at the Experiment Station at Geneva.

The flavor chemist assumes that flavor is composed of chemical substances that possess distinct characteristics. Different flavors are made up of different chemicals, or the same chemicals in different proportions.

From the practical standpoint only two types of flavor are recognized, desirable and undesirable. Desirable flavor contributes to the use and popularity of food. Potatoes and rice have mild flavors; strong flavor is characteristic of horseradish. The former are usually consumed as a neutral accompaniment to more highly flavored foods; the latter consumed as a condiment.

Undesirable or off-flavors are recognized by the deviation they cause in the generally accepted flavor of a food or food product. Off-flavors may be due to the development of rancidity, an abundance of undesirable flavor "precursors" in the raw, uncooked food, or the development of an "unbalanced" flavor by the loss of some of the essential flavor components. Occasionally, off-flavors have been caused by chemicals improperly used as sprays or fertilizer in the production of fruits and vegetables.

The flavor chemist is concerned with the description and measurement of the chemical compounds which are responsible for both the desirable and undesirable components of food flavor. Such information enables the food processor more adequately to control the flavor of his product.

Flavor is divided into two empirical categories, base or nonvolatile flavor and volatile flavor or aroma. The base

flavors are sweet, sour, salty and bitter. Aroma is made up of chemicals which may exist in gaseous form. Many aromas are recognized but their description in simple terms is difficult. "Ethereal" may be used to describe the aroma of fruits in addition to just plain "fruity." Others are "ambrosial," "fragrant," "repulsive," and "nauseating." Such descriptive terms may, however, be misleading and confusing.

In the study of flavor, the chemist uses the techniques of organic chemistry to separate and identify the components of flavor. The instruments of the analytical chemist are used to measure the amount of the flavor components. As yet there are no instruments which give a precise measure



Indian government officials discussing spice growing and shipping with American Spice Trade Association executives at a New York City reception in honor of K. B. Lall, India's Joint Secretary of Industry and Commerce. Mr. Lall addressed the ASTA-sponsored meeting and then listened to suggestions from his hosts on improving trade relations. Mr. Lall, third from left, is shown with ASTA vice president William MacMillan, president T. Bernard Jones and M. Gopala Menon, Indian Consulate General in New York City.

of "bitterness," "sweetness," or odor characteristics such as "fruity." Surprisingly, people are more sensitive and can detect more minute concentrations of certain flavor chemicals than any instrument yet devised. But they are not very consistent and fatigue easily.

To measure a flavor attribute, the flavor chemist submits samples of the food to a taste panel of personnel in his department. He may ask them simply to select one out of two samples which is, perhaps, more "sweet" or more "bitter." Or he may ask the panel to rank a series of samples in increasing order of a given flavor attribute, or even to score the relative intensity of a flavor attribute. Such information is valuable and gives the flavor chemist a yardstick for measuring such things as "sweetness" and "fruitiness."

It has been established in our laboratories that the measure of an isocoumarin is a good index of bitter flavor in carrots. Also, the measure of a certain acid called PCA has been found to be a good index to the measure of off-flavor in a number of processed foods, such as tomato juice and beet puree. Peroxide values may be an index to rancidity in some foods; "brix" a measure of sweetness.

Unfortunately, the flavor of foods is a complex mixture of base flavors and aroma. Chemically, it is difficult to separate and measure these compounds. Some aroma components are present in such small concentration that it is difficult to obtain them in sufficient quantity for identification.

Radio "sells" Old Judge Coffee in Denver where people can't get it — to test impact

Solely through the impact of radio advertising, more than one of every six people in Denver, Colo., know of the existence of "Old Judge" coffee—although the regional brand cannot be purchased within 900 miles of that city.

This high degree of familiarity with an "alien" product was revealed by the Radio Advertising Bureau's announcement of the results of RAB's first radio awareness test of the year.

The results show that—following the broadcast of five announcements daily over each of three Denver radio stations during a two week period—more than 17% of those interrogated by Pulse researchers had heard of "Old Judge" coffee, despite the fact they could have learned of it only via radio. Better than six of every ten persons queried could remember at least one salient point in the commercial.

Off to a good start

"I once asked an American Commander how it was that the U.S. troops had so much better coffee than we could produce. He looked at me with a twinkle in his eye, and replied: 'Well, General, ours has the advantage of starting by being coffee!'"

—LT-GEN. SIR BRIAN HORROCKS, as quoted in Coffee Trade News, London.

New coffeemakers for restaurants use concentrates, have two faucets

Two automatic coffeemakers for public eating places have been announced by the Steel Products Co., Cedar Rapids, Iowa.

They are E-Z Way Coffeemakers Model No. 4SCD and No. 4SCD-H. Each is equipped with two faucets, and operates like a regular coffee urn. One faucet supplies a continuous flow of freshly made coffee for each customer. The second provides constant hot water for making tea, soup, hot chocolate, etc.

The units use liquid coffee concentrate—frozen or made from any good commercial soluble coffee.

Strength of coffee can be adjusted. The units produce up to 400 cups of coffee per hour, and requires only seconds to refill. This eliminates lost time, and there's no running out of coffee during peak periods, the manufacturer says. As there are no urns, filters, bags, or grounds to clean up, and no tie-up of help at the coffee urn, less labor is required, yet fresh coffee is always ready, Steel Products adds.

Model No. 4SCD-H is similar to No. 4SCD, except that the cabinet is three inches higher, giving more clearance under spigots to accommodate bulk dispensing into decanters and pitchers for table service, etc.

New tea potential?

Four pounds of the best Ceylon tea have been given by well-wishers to Violet, the tea-loving horse that belongs to Ismail Raciet, of Cape Town, South Africa.

Although he is unemployed, Ismail refuses to sell the mare and stints himself to keep her, for her feed bill is about £1 a week.

Every morning for the nine years he has had her, Ismail has shared an early-morning cup of tea with Violet, she drinking from the saucer, he from the cup.

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the clove industry of Madagascar

By DR. ERNEST GUENTHER, Vice President and Technical Director
Fritzsche Brothers, Inc.

Part 2 — Clove leaf oil

This report is one of a series written by Dr. Guenther while on an extensive tour of the essential oil producing regions of Africa. Copyrighted by Fritzsche Brothers, Inc., the report is reprinted here by special arrangement with that company.

Clove leaf oil is produced exclusively on the east coast of Madagascar, in the same regions that produce the spice.

Total production averages 700-800 metric tons annually. There are approximately 700 stills, about 500 in the area of Fénérive, and some 200 in Mananara and on the island of Sainte Marie. These stills are utterly primitive, clumsy contraptions, made locally of old iron drums.

Some distillation of leaves goes on throughout the year, but production is most active from January to July, since the natives are not then busy with the coffee and clove harvests.

Distillation material consists of terminal branches with adhering leaves. When properly exploited, one tree yields about 120 kg. of leaves per year, from which about 2 kg. of oil may be distilled. Depending upon the size of the still, distillation of one charge requires from 15 to 24 hours. Yield of oil averages 1.5%; 400 kg. of leaves, on 15 hours of distillation, yield about 6.25 kg. of oil.

The crude oil is almost black from contamination with iron, and usually contains dirt and water. Formerly exporters, after they had accumulated lots from local sources and dealers, filtered the oil and placed it in galvanized iron drums for shipment abroad. Because of prevailing low prices this is no longer done. Nowadays the oil reaches Europe or the United States in old gasoline drums, hence may contain water or impurities. While many shippers in Madagascar treat clove leaf oil like any other native product, there are fortunately a few conscientious exporters who make up bulkings according to specific gravity (1.04 at 15° C.), free the oil from water and dirt, and deposit it in clean drums. Such exporters deserve encouragement from buyers abroad.

To meet the specifications of the administration for ex-
of at least 82%. Many lots have a higher eugenol content
of at least 82%. Many lots have a higher eugenol content
—up to 90%; but buyers abroad seem unwilling to pay a
premium for such oils.

Exporters make practically no profit on oil of clove leaf; a gain of 5 Madagascar francs per kilogram is considered quite satisfactory when shipping to soft currency countries.

The small native producer, pressed as he is, destroys his trees to obtain more oil, and uses up his capital. Aware of this, the French administration, working with serious exporters, is considering enactment of laws prohibiting cutting



Measuring cloves. This is Zanzibar, a key source of this spice.

the leaf material from July to October. This is the period of coffee harvest, and incidentally the flowering period for the clove tree. Obviously, a tree deprived of its branches and leaves during this period will also lose its clove buds. Nevertheless such is the present custom.

The Madagascar clove industry—and particularly that of the leaf oil—is not in a prosperous state. Cultivation of trees is gradually declining; production of the spice is diminishing. The causes are these:

Infestation of the trees by parasites.

Excessive, destructive trimming of trees for production of leaf oil. Given insufficient time to recover, trees are becoming exhausted, with many dying outright.

Bush fires set by the natives, for the purpose of growing dry rice, do a lot of damage to the trees.

A clove tree attains productivity only after ten years, while a coffee bush produces after four years. Soil and climatic conditions on the east coast of the island are ideal for the cultivation of coffee. In addition, coffee now fetches very high prices.

Clove trees are easily uprooted and destroyed by cyclones.

The prices now being offered for the spice, and particularly for the leaf oil, discourage new plantings. A detailed discussion of this point may be of interest.

Low price levels in the United States for clove spice and clove leaf oil are due largely to the fact that Madagascar exporters are always eager to obtain free dollar exchange, with which to import merchandise for sale at high profits. The French government permits exporters to retain 25% in dollars of the value of products shipped to the United States. To obtain these free dollars, exporters are often willing to offer products in the United States below actual cost of production.

This policy causes hardship to native producers, constantly pressed for lower and lower prices—an unhealthy state of affairs, since the heaviest burden falls on small producers. These latter feel exploited by the "rich white," and they turn even against the French administration as being partial to business interests. Also as a result of this policy, prices in the United States are lower than those quoted elsewhere—in France and England, for example.

The French administration, and most of the leading exporters in Madagascar, are aware that something drastic must be done to save the island's clove and clove leaf industry by assuring higher profits for the small native producers. The chaotic condition cannot last much longer. American users must also understand that it is to their interest that Madagascar continue to produce clove leaf oil, and that this can be done only if prices permit the native some profit.

A widespread shortage of labor in the growing areas, and the deeply ingrained indolence of the natives, mean that a great part of the mature clove buds remain on the trees and are not harvested at all. As a rule, natives work only when they need money—particularly the older generation, who apparently cannot be attracted to a higher standard of living if more work is involved. The younger generation, having become acquainted with the ways of the white man, long for luxuries—such as European clothes, or a bicycle, or an occasional movie. However, to secure these luxuries, the younger people in increasing numbers are moving away from the country into the towns, where they can learn trades and handicrafts and become mechanics, chauffeurs, etc. Because of this shift, there is much unemployment in the towns, while the rural areas feel a shortage of agricultural labor.

Well, a sad "industry" indeed—one that operates against all laws of economics and of decent standards of living. Something must be done soon, for there is danger that within a few years production of both the spice and the leaf oil will decline sharply.

Sauer appoints new ad. promotion manager

The C. F. Sauer Co., Richmond, Va., has named Robert E. Baxter ad and sales promotion manager.

Sauer manufactures mayonnaise, spices and extracts.

Mr. Baxter was previously manager of general advertising for The Petersburg Newspaper Corp., Petersburg, Va.

Washington, D. C., group hears coffee report

A report on coffee's role in inter-American Trade was made before the Junior Chamber of Commerce in Washington, D. C., by Charles G. Lindsay, manager of the Pan-American Coffee Bureau.

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AGENTS AND BROKERS IN

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Demand booming for new ASTA booklet, "How to Use Spices"

Demand for "How to Use Spices," the new American Spice Trade Association booklet, is booming, the association reports.

"How to Use Spices" is an attractive 48-page booklet which replaces ASTA's "The ABC of Spice Cookery."

It has recipes for standard meals, including meat, poultry and fish dishes, and also special occasion cookery, from the bride's first dinner to camp cookery.

Also included is a spice compatibility chart describing each of the main spices and foods and dishes with which it is compatible.

The appearance of the book, studded with spots of color and line drawings, is one of pert, pleasant charm.

A large pharmaceutical company, which offered "How to Use Spices" as a premium, along with spice labels, was astonished by the overwhelming response.

Superior Tea & Coffee adds new line of mustard, catsup portion packets

The Superior Tea & Coffee Co., Chicago, has announced the addition of new individual portion control packets of mustard and catsup as part of the company's overall plant for expansion of its related food product line during 1958.

The firm, celebrating its 50th anniversary year, is one of the Midwest's largest producers of coffee and food products for the restaurant, hotel and over-the-counter consumer trade.

According to Earl Cohn, executive vice president, the main purpose of the single unit container will be to simplify the serving problem for the public feeding operations supplied by Superior.

There is a tendency," he says, "toward a great deal of waste and spoilage when regular bottles and dispensers are used for expendable items."

Mr. Cohn explains that the new style mustard and catsup containers are a "must" if the cost of these items is to be controlled.

"While some people question this because individual packages are slightly higher in cost than bulk purchases, they soon come to realize that, in the long run, the packs are more sanitary, appealing to the customer, easy to store, time saving, and thus economical."

Rasmussen named executive v.p.

Leonard Rasmussen, vice president and sales manager at the McClintock-Stern Co., San Francisco spice house, has been elected to the new post of executive vice president.

Allan Leivenberg succeeds him as sales head and continues as manager, Los Angeles factory and sales office.

VANILLA BEANS

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San Francisco Samplings

By MARK HALL

■ ■ As of this writing, there was concern by green men that the delivery position of March futures could bring about a squeeze in Brazilian coffees. This situation, coupled with holding Brazils off the market, brought out the expression that the market was rigged. The contest seems to be whether American buyers can hold out until the Brazilian crop in July begins to weigh heavily on prices, or Brazil can force buying before that time.

Smart local coffee buyers took advantage of a situation where milds sold under Brazils, or where the differentials were very small. This has led to buying on the Pacific Coast away from Brazils. For example, only 80,000 bags of coffee from Brazil were sold this year from January 1st to February 15th as against 242,891 last year for the same period.

Most of the buying of late, has been for nearbys or spots. Contributing to the hesitancy in buying was the California tax on March 1st inventories. Some of the bigger roasters were able to buy green coffee, roast it, and place it in the hands of retailers before tax time. But for most, buying for March was held up. There was more interest in April deliveries.

Supplies were considered low at this period. Green men were complaining about the lack of business. They anticipated increased activity, however. While there was a scarcity of Brazils, as long as milds could be purchased, there was not too much concern.

Naturally, there is an effort on the part of many roasters to use the cheaper coffees. This weakening of quality-demand is changing the buying habits of the American people, according to one green man. High prices and indifference to quality in turn are encouraging the use of instants, some say.

■ ■ The Western States Tea Association met again at Gino's for lunch last month. Among matters discussed was the date and place of the annual picnic. Ed Bransten suggested it be held on a salmon boat, after Werner Lewald expressed a desire to find a new place

for it. John Siegfried saw his opportunity and proposed that one of Lewald's freight steamers be used.

Of most interest were the remarks made by Edward Bransten on his recent activity as a member of the U.S. Board of Tea Experts in New York City. It was a great experience, he told the group, and a wonderful thing for the tea industry that such standards are set up.

Before the standards, and the passage of the Pure Food Law in 1890, enormous quantities of bad tea were brought into this country. The Pure Food Law was also a great thing for packers, for it

COMMUNICATE

See

"Mark my word"

By Mark Hall

on Page 32

enabled them to serve more effectively the quality demand of the American public.

Edward Bransten's father was on the Tea Board in 1910 and did his share in the promotion of higher tea standards. In his time, the per capita consumption of tea was much greater than it is today. Why it has fallen to the level of today is hard to say. Could it have been the lack of standards and the quantity of poor tea on the market which turned the public away from it, or just that Americans prefer coffee? Has the longer period of promotion of coffee helped this trend?

At the New York City meeting, standards for six types of tea were set up. For some—like Formosa and Japan Green—they had some difficulty in obtaining samples.

The question arose as to whether the function of the Board was to follow

the standards as already set up or to make new standards, raising or lowering them as the times seemed to indicate. For example, in Japan blacks, higher standards were sought than last year.

Ed Bransten said that he really enjoyed working with Bob Dick, the chief inspector.

■ ■ Bill Lynch has retired, but not from sight entirely. After 44 years in the business, no man can drop away suddenly from business friends and associates. He plans to keep in touch with old friends, and this will be done, in part, on the golf course. Bill will not remain idle.

To honor him, a dinner was given by friends of long standing. It was held at the Admiral's Cabin of Trader Vicks. Among those present were Jim Folger, Peter Folger, Ernie Shaw, Oswald Granicher, Walter Granicher, Harold Gavigan, Ed Johnson, Sr., Ed Manning, Andy Glover, Bob Quinlan, James De Armond, Weldon Emigh and Ben Olden.

Just prior to his retirement, Grace & Co. gave Bill and Mrs. Lynch a vacation trip through Central America.

During his career in the coffee business, Bill served as president of and for 12 years was on the board of directors of NCA.

His golf performance was always tops. He had a goodly share of low nets and low gross, and at one coffee tournament won both.

Compulsory retirement comes at 65 for most men, but Bill is far from retiring, either physically or mentally, so he intends to continue an active life.

■ ■ Victor DeSola, of San Salvador, was a recent visitor in this city.

■ ■ John Polero recently received a card from Frank Devlin, who was in Brazil and attended the Rio Conference. Devlin said the weather was very hot, but there was some compensation in the wonderful beaches. Devlin is a former Hard & Rand man who was located in Brazil, but is now operating successfully as a broker and agent in New York City, under the name of Francis H. Devlin & Co.

■ ■ W. W. Budge was elected to the board of directors of J. A. Folger & Co. It is the first board change in 14 years. Budge has been affiliated with Folger's since 1951, and was appointed executive assistant two years ago. Among his responsibilities has been the recent supervision of construction of Folger's multi-million dollar Southern California

(Continued on page 73)

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New York News

■ ■ Coffee men were saddened last month by the death of John Heron, vice president of the Schaefer Klaussmann Co., Inc.

He succumbed to a heart attack at his home in Plainfield, N. J.

Mr. Heron was active in coffee industry affairs. He served on the board of directors of the National Coffee Association from 1946 to 1948. From 1948 to 1950 he was treasurer of NCA, and for several years after that he served on the association's finance committee.

He is survived by his wife, Katharine; two sons, John, Jr., and Samuel B., two brothers and three grandchildren.

■ ■ Jerome S. Neuman, president of Martinson's Coffee, Inc., has accepted appointment as chairman of the coffee and tea divisions in the 1958 Red Cross campaign of the New York chapter.

This was announced by W. W. Wachtel, chairman of the consumer goods and services section in the drive.

This section is seeking to raise \$250,000 as its share in the \$6,000,000 goal of the New York chapter.

The campaign is part of the nationwide effort to obtain gifts totaling \$95,000,000 to enable the Red Cross to provide its emergency assistance to servicemen, veterans and their families; continue its blood, first aid, water safety and home nursing programs; and assure relief to disaster victims in 1958.

E. H. Sennhauser has again accepted chairmanship of the Red Cross drive for the spice industry.

■ ■ Twenty-five salesmen for the Gold Prize Coffee Co., Chicago, were in New York City early this month, getting a three-day indoctrination in coffee marketing and commerce.

They were guests one day of the Pan-American Coffee Bureau and the New York Coffee and Sugar Exchange.

Another of the days, they visited a coffee freighter and were guests of The

Coffee Brewing Institute.

The salesmen were led by George W. Lee, vice president and general manager of the company.

Last year Gold Prize Coffee Co. salesmen visited coffee plantations and processing installations in Cuba.

At the Coffee and Sugar Exchange, the salesmen watched the opening of trade.

At PACB headquarters they were given an outline of the Bureau's promotional and advertising programs.

At the Coffee Brewing Institute, they witnessed a coffee brewing demonstration and heard a summary of CBI research projects.

■ ■ The Grace Line has announced two new appointments, aimed at providing greater service to shippers.

Hendryk S. Weeks, better known as "Hank" to coffee people here, has assumed a new post as chief eastern representative of the Pacific Coast division, with headquarters in New York.

He was formerly inward freight manager.

Assisting him in his new position is Frank J. Burger, assistant freight traffic manager.

Reginald Rinder, assistant vice president, formerly in charge of Caribbean service scheduling and booking, becomes manager of the inward freight department, handling northbound Caribbean and West Coast South America shipments.

■ ■ The Caribbean Line has moved its operations from Pier 27, East River, to Piers 37-38, East River, according to an announcement by A. Eliot Lawes, of the Lawes Shipping Co., Inc., agents for the line.

At the new location, delivery of general cargo and the receiving clerk will be based at Pier 37, while lighter and rail deliveries will be received on the north side of Pier 38.

■ ■ Changes in the local sales organi-

zation of McCormick & Co., Inc., have been announced by T. Carter Parkinson, sales director for that company.

John A. Weiller has been named manager of the newly formed metropolitan New York district, which merges areas formerly designated as the Brooklyn and Bronx districts.

Mr. Weiller formerly directed sales activity in the Baltimore area, and also in Washington, D. C.

He has served on McCormick's junior board of executives, and is presently a member of the sales board.

The new post is, in a way, a homecoming for Mr. Weiller. He is a native of Scarsdale, N. Y.

■ ■ In New York City last month was Rodolfo Peters, of Costa Rica, one of his country's leaders in coffee and government affairs.

He is Costa Rica's ambassador to Brazil, and represents FEDECAME on the Preparations Commission for the International Coffee Organization.

■ ■ Morris Rosenthal, president of Stein, Hall & Co. from 1948 to 1953, died last month at his home in New York City.

He had been especially active in the National Council of American Importers, of which he was a past president.

■ ■ Alwyn N. Fischel, executive vice president of the A. C. Israel Commodity Co., has been re-appointed chairman of the cocoa division for the New York City Cancer Committee's 1958 April Cancer Crusade.

The New York City Cancer Committee is the local division of the American Cancer Society.

■ ■ Dr. Ernest Guenther, vice president and technical director of Fritzsche Brothers, Inc., flew to London last month for a program of two lectures to be presented to the British Aromatic Compound Manufacturers' Association.

His first talk was on the California citrus industry; peppermint production in Oregon; Mexican lime oil; and nutmeg, ginger, pimenta and citrus production in the West Indies.

He then presented films taken during his recent survey of essential oils in Africa.

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New Orleans Notes

By W. MCKENNON

■ ■ The New Orleans Green Coffee Association installed new officers in a ceremony in the board room of the New Orleans Board of Trade, Ltd. Those taking office are: John J. Cummings, Hanemann and Cummings, Inc., president; George T. Geron, Ruffner, McDowell & Burch, Inc., first vice president; Murray M. Squires, of C. A. Mackey & Co., Louisiana, second vice president; James S. Levy, J. Aron & Co., third vice president; Louis J. Castaing, Leon Israel & Bros., Inc., treasurer.

New directors are: Albert Barrientos, Westfeldt Bros.; Thomas Buckley, Buckley & Forstall; C. H. D'Antonio, C. H. D'Antonio & Co.; William H. Kunz, Wm. H. Kunz & Co.; H. Ashton Lafaye, Lafaye & Arnaud; Phil G. Ricks, Adolph C. Ricks & Co.

■ ■ The New Orleans Board of Trade, Ltd., also installed officers for 1958. Albert Hanemann, of Hanemann and Cummings, is president, and James J. Meyers, Oulliber Coffee Co., second vice president. Coffee trade men named directors include John Dupuy, Dupuy Storage and Forwarding Co.; J. W. Gehrkin, R. E. Schanzer & Co.; H. A. Lafaye, Lafaye & Arnaud; Murray Squires, C. A. Mackey & Company, Louisiana, Inc.

■ ■ The funeral of Harry T. Begg, Sr., 67, vice president of the George M. Leininger Co., Inc., freight brokers and forwarding agents, was held here recently, with requiem mass at St. James Major Church.

Mr. Begg was active in transportation and foreign trade in New Orleans for the past 50 years, having served as director of the New Orleans Board of Trade.

■ ■ Coffee trade people who were active in the 13th Mississippi Valley World Trade Conference here included William D. Roussel, who served as vice chairman and opened the second session; Solon B. Turman, president, Lykes Bros. Steamship Company, Inc., who spoke on "Role of the American Merchant Marine in Promoting Foreign Trade"; and Albert Hanemann, president of the Board of Trade, Ltd., who opened the fourth session.

■ ■ Visiting New Orleans were Frank E. Marsh, managing director of the San Francisco World Trade Center, Harry J. Boyle, chairman of the center, and Cyril Magnin, president of the San Francisco Port Authority. They were here to inspect the port, International House and the International Trade Mart.

■ ■ O. C. Stein, who retired last month as freight traffic manager of the Illinois Central Railroad after 52 years with the company, was given life membership on the board of directors of International House and life membership on the New Orleans Board of Trade.

Speakers at the banquet to honor Mr. Stein included Harry X. Kelly, president of the Mississippi Shipping Co., and Francis J. Treuting, traffic manager of Anderson Clayton & Co. Solon B. Turman, president of Lykes Brothers Steamship Co., Inc., was general chairman of the program.

■ ■ Mr. and Mrs. Marcel A. Aubry, of Kauders & Co., New York City, spent several days in New Orleans last month enjoying the Carnival Season.

■ ■ Floriano P. dos Santos, of Marcellino Martins Filho Exportadora, S. A., Rio de Janeiro, Brazil, accompanied by his wife, visited in New Orleans for about a week.

■ ■ Victor de Sola, of H. de Sola e Hijos, El Salvador, stopped here recently, making his headquarters at Ruffner, McDowell & Burch. Mr. de Sola was en route to San Francisco.

■ ■ John Blackburn, president of Ruffner, McDowell & Burch, made a brief visit to New Orleans, where he called at the local office.

■ ■ Harry X. Kelly, president of the Mississippi Shipping Co., has returned from a business visit to St. Louis.

■ ■ Martin J. Doody has joined Otis McAllister's coffee division here. Mr. Doody was formerly with Legendre & Co., and is well known in the trade.

■ ■ Albert Breaux, Jr., of H. L. C. Bendiks, Inc., New Orleans, has returned from a business trip to New York.

■ ■ Scott Andrew Welker is a new arrival in the family of Robert Welker, well known in the coffee trade.

■ ■ Robert Deas has joined the Volkart Brothers, Inc., New Orleans office. Mr. Deas is experienced in the coffee business, having formerly been with Stewart, Carnal & Co., Ltd. Mr. and Mrs. Deas are receiving congratulations on the birth of their first son, Robert E. Deas, III.

■ ■ W. C. Englisbee, of Ruffner, McDowell & Burch, Inc., has returned from a business trip to New York.

■ ■ Paul Zimmerman of Carl Borchsenius Co., Inc., New York office was in New Orleans on business.

■ ■ Charles Chauviere, formerly with

W. D. Roussel & Co. is now located in Waco, Texas.

■ ■ William Benjamin Burkenroad, Sr., died last month, at the age of 86, in Touro Infirmary. A native of Goodman, Mississippi, he was vice president of J. Aron & Co., Inc., and was a New Orleans resident for 70 years.

He first entered the wholesale grocery business with the firm of Burkenroad-Goldsmit. He became a partner in J. Aron & Co. in 1909. Mr. Burkenroad started in business as a boy, as a merchandise broker in rented space on the third floor of the present quarters of the Aron firm.

He was a founder and first president of the Green Coffee Association of New Orleans, and an honorary member at his death.

He was one of the founders of the Mississippi Shipping Co., and a member of the Board of Trade for over 50 years.

Surviving are two daughters, Mrs. Leo S. Weil and Mrs. Justin J. Hanaw; a son, William Burkenroad, Jr.; six grandchildren and 12 great-grandchildren.

Pallbearers were Boatner Reily, J. W. Reily, Jacob Aron, Jack Aron, Jack Marks, Sidney Marks, E. E. Lafaye and Julius Dreyfous.

Southern California

By VICTOR CAIN

■ ■ Bill Nickleman, of S. F. Pellas & Co., San Francisco, came to Los Angeles to call on the Southern California coffee roasters. While here, Bill made his headquarters at the office of Herb Knecht.

■ ■ Irving Manning, coffee buyer for S & W Fine Foods, San Francisco, was in Los Angeles for a short visit.

■ ■ Mr. and Mrs. Ed Johnson, Sr., of E. A. Johnson & Co., San Francisco, were in Los Angeles for a short vacation. While in Southern California, Belle and Ed, in the company of the Mr. and Mrs. Phil Klipstein, spent several days relaxing in the sun at Palm Springs.

■ ■ The Westphal-Larsen Co., Inc., steamship operators with a service to the West Coast of the United States from Brazil and Argentina, held a cocktail party aboard the Nordanger for a number of the local importers, which included many in the coffee trade.

Acting as hosts for the Westphal-Larsen Co. were Mr. and Mrs. Bob Ryan, Mr. and Mrs. Ray Hovard, Mr. and Mrs. Norm Handy, Mr. and Mrs.

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Coffee

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Vince Linn and Mr. and Mrs. Greg Anderson. The gentlemen are with the General Corp., U. S. agents for the Westphal-Larsen Co.

From all reports, the event was, as usual, a fine affair, with a fairly good turnout, considering the inclement weather.

Those from the coffee trade attending were Mr. and Mrs. A. S. Moseley, Mr. and Mrs. Tom Halpin, Mr. and Mrs. Michael O'Donnell, Mr. and Mrs. Gene Rounds, Mr. and Mrs. Alan McKay, Mr. and Mrs. George Smith, Jr., Mr. and Mrs. Billy Morton, Mr. and Mrs. H. O. Knecht, Edward Apffel, John Madden and Leonard Koppel.

■ ■ John Madden of Otis McAllister's Los Angeles office, left to assume a new position in the East. I'm certain all the coffee trade will miss John's smiling face.

■ ■ Walter Dunn, manager of the Los Angeles office of Otis McAllister, recently took a fast plane trip to San Francisco for a company conference.

Chicago

By HARRY LANE

■ ■ Don Stewart has been named chairman of the board of Stewart's Private Blend Coffee Co.

Other officers named were Harry Savage, vice chairman, James W. Kennedy, president, Walter Arnold, vice president, David A. Fuller, vice president and treasurer, and V. K. Durrell secretary.

■ ■ B. L. Durling has been elected president of the Wm. J. Stange Co., seasonings manufacturer. He succeeds his father, W. B. Durling, who was named chairman of the board.

T. R. Miles was elected executive vice president and Earl M. Johnson assistant secretary treasurer.

■ ■ Derrill W. Stevenson, sales manager of Consolidated Foods' Sprague-Warner division, in addition has been named sales manager of the new institutional division. Stevenson is a past president of the Institutional Manufacturers Association of Chicago.

■ ■ Nathaniel Leverone, chairman of the Automatic Canteen Co. of America, told stockholders at the annual meeting that although business is in a recession, there still are many locations where it will be profitable to locate more canteens. Arnold Johnson, president, said one of the newer products dispensed in machines, such as freshly brewed coffee, have helped to overcome declines in sales of other products.

St. Louis

By LEE H. NOLTE

■ ■ The St. Louis Coffee Club held its annual election at the Stymie Club.

Officers for the coming year are: President, Edmund L. Koch, coffee buyer for The Old Judge Coffee Co.; vice president, James F. McKenna; secretary, Walter Sipp, coffee buyer for Jas. H. Forbes Tea & Coffee Corp.; treasurer, Eugene N. Crowson, foreign freight agent for the Illinois Central Railroad here.

All were unanimously elected, and Gene Crowson was reappointed as chairman of the entertainment committee because of the fine parties he has arranged for the club.

The cocktail hour was followed by a century steak supper. There were

about 30 in attendance.

It was voted that the club hold two golf parties this summer.

San Francisco samplings

(Continued from page 73)

plant. He came to Folger's from Honolulu.

■ ■ Hamby's Market, in Ashland, Oregon, was robbed of two cases of Folger's Coffee, the burglar passing up competing brands. Suds Southerlin, the Folger salesman, was questioned by Hamby. Was it a conspiracy to get a new order for Folger's, or was the robber thinking, "When I say coffee, I mean Folger's."

■ ■ Safeway Stores has become a member of the Tea Association of the U.S.A.

■ ■ John P. Roddy, of the S. F. Pellas Co., returned last month from a trip through Central America.

■ ■ The California Commodities Corp. has moved into the old offices of J. Aron & Co. at 242 California Street. The new office gives them plenty of room for their expanding operations.

■ ■ Edward B. Howatt, who retired about 11 months ago, after 51 years in the coffee business, died last month at his home, as the result of a heart attack.

As a very young man, he went to work for C. G. Cambron, and when the latter retired in 1940, took over the business.

Ed, as his friends called him, was a golfer in the days before his health compelled him to take it easy. Later, he found much of his relaxation in gardening.

He leaves a widow, Helen, and a daughter.

When Ed retired, he sold his business to Fred Ruhland, who is carrying on under the old name, with the assistance of Vernon Aldrich.

tea characteristics

(Continued from page 62)

Degree of greenness may, however, be reduced by the following measures: (1) A longer period of wither; (2) a higher temperature in withering; (3) more rolling; (4) a longer period of fermentation.

It must be remembered, however, that the improvement will be achieved at the expense of quality.

Maltiness of a liquor—This is a puzzling feature, wrongly believed to be caused by high firing. A malty liquor is also described as "nutty." There is evidence to suggest that it is an inherent characteristic. Whatever the fact is, it is considered to be a desirable property in a tea.

Infusion—It is necessary to emphasize at the outset that the color of the infused leaf is not necessarily related to the liquor. It is primarily an inherent character and there appears to be a tendency to over-stress its importance. It rarely gives an indication of the liquorizing properties of a tea, except perhaps when it is very bright or very dull, but even then it is apt to be misleading.

Just as in the case of an inherently greenish liquor, a greenish infusion cannot be given the "new-penny" look by

an alteration in manufacturing procedure, but it is accentuated by a hard wither, insufficient rolling and fermentation, and by coarse leaf.

A mixed or uneven infusion is generally due to uneven jat or the mixing of grades. Two manufacturing faults that may contribute to a mixed infusion are over-charging of rollers and the use of too large a roll-breaker mesh. Uneven withering may also bring it about.

A dull infusion may be a character originally present in the leaf, but it may also arise from faults such as long withers, high temperatures in withering, high temperatures in rolling, or unclean fermenting surfaces.

There is no doubt that a dull infusion detracts from the value of a tea, and although it may or may not be associated with good liquorizing properties, it is considered a derogatory characteristic by a taster. It is therefore imperative to avoid the conditions that may lead to it, particularly at certain seasons of the year, when owing to unfavorable weather, the infusion tends naturally to be duller. However, the fact remains that a bright infusion is generally the result of careful manufacture, irrespective of whether it is green or coppery. So long as a value is placed upon the infused leaf by the trade, the producer has no option but to make the infusion as bright as possible.

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